


RETAIL DRUGGIST

Published by
The Commercial Press, Limited

51 Wellington Street West
Toronto



FELLOWS' SYRUP OF HYPOPHOSPHITES

FELLOWS.

The Standard Tonic
for over Half a Century

Prescribed by Physicians all over the world, Fellows' Syrup of the Hypophosphites, in addition to being in constant and increasing demand, adds distinction to a chemist's show window. It is a symbol of progressiveness and reliability.

Fellows' Laxative Tablets "The Tablet with a Pedigree"

In two sizes, namely:

Large bottles (containing 100 tablets)
Small bottles (containing 40 tablets)

At all first class Chemists

Fellows Medical Mfg. Co., Inc.
NEW YORK, U. S. A.

Bayer Gives "Free Goods"

On Tins of 12 Tablets and Bottles of 24 Tablets Only

½ Dozen Free with 3 Dozen—Less 5% Discount

1 Dozen Free with 6 Dozen—Less 7½% Discount

2 Dozen Free with 12 Dozen—Less 10% Discount

Free goods are given in the size ordered. Buy to get the free goods and the discount, and more profit.

No risk! "Bayer Tablets of Aspirin are guaranteed to sell. If for any reason they do not move fast enough to suit you, send them back and get your money.



Bayer-Tablets of Aspirin



Aspirin is advertised in your own home newspapers and the magazines. You can share, without cost to you, in the business created by this big advertising campaign by showing a Bayer window display in colors. Write for it today.

THE BAYER COMPANY, Limited, WINDSOR, ONTARIO

Aspirin is the trade mark (registered in Canada) of Bayer Manufacture of Monoaceticacidester of Salicylic acid. While it is well known that Aspirin means Bayer manufacture, to assist the public against imitations, the Tablets of Bayer Company will be stamped with their general trade mark, the "Bayer Cross."



The Rubberset Grip

EXAMINE a Rubberset Brush. Note the way the bristles are embedded in a flint-like grip of vulcanized rubber. That's the reason why the bristles can't come out. That is the original Rubberset process of making brushes. It set a new standard in brush making. No other process equals it.

That is why there is seemingly no end to the wear of Rubberset Brushes. That is why they are so satisfactory to handle—so satisfactory to sell. Rubberset Brushes have a world-wide and enviable reputation.

Rubberset Brushes give you a "grip" on the brush trade.

The reputation and advertising has made them one of the most satisfactory lines that you can handle.

They are guaranteed absolutely. They must make good—or **WE WILL**.

Is your stock complete?

It is hardly an exaggeration to say that most of the customers who come into your store need a brush of some description, and the Rubberset line includes brushes for all purposes.

We want to hear from every dealer in Canada not handling Rubberset Brushes. Please write us for any information you desire on the subject of brushes for any purpose.

Our Guarantee—"Rubberset Brushes must make good—or **WE WILL"**



RUBBERSET COMPANY, LIMITED

Factories: TORONTO AND GRAVENHURST, CANADA

"The *D&L* MARK"

PRESCRIPTION 1920

Improved Hypophosphite Medication in two forms

WITH SUGAR

WITHOUT SUGAR

Large Size	\$12.00 per dozen
Medium Size	8.00 per dozen
Small Size	4.00 per dozen

Rapidly becoming the leading preparation of the Hypophosphites in use in Canada.

Extensive and continued sampling to Physicians has brought widespread and increasing response.

Obtain your share of these Prescriptions by ordering a quantity to-day. Address:

DAVIS & LAWRENCE CO.

MANUFACTURING PHARMACISTS

356 ST. ANTOINE STREET - - - MONTREAL

LYMAN'S Holiday Toilet Requisites

Do not lose the prospective sales on high class French Ivory articles. We carry large stocks of the above, also fancy Toilet Cases and Manicure Rolls, in Pearl and French Ivory.

ORDER NOW

Be prepared for the demand.

Wishing all our patrons and friends—

"A Merry Christmas and a Happy New Year"

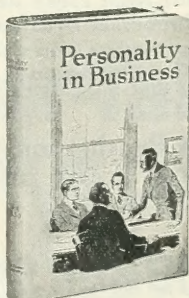
The Lyman Bros. & Co., Limited
TORONTO

PERSONALITY IN BUSINESS

No one disputes the fact that a winning personality is a powerful factor in achieving success. Invariably the successful man has a personality that attracts. He finds it invaluable in winning confidence, in influencing men and women to his way of thinking, in handling employees, in securing additional capital when it is needed.

Every word that is uttered, every letter that is written, every move that is made reveals a personality that almost instantly repels or attracts.

But just what is personality? To what extent can it be developed?



Some of America's most successful business men are ready to answer these questions for you—such men as John North Willys, James Logan, Samuel Miles Hastings, and others. In "Personality in Business" they tell in their own words what personality has meant to them, how it can be developed, what a dollar-making asset it is when used to the fullest possible extent.

Use their methods for developing a winning personality, carry out the suggestions they make and you are almost certain to come into full possession of a power that will help you regardless of the position you occupy.

200 pages, 5 $\frac{5}{8}$ inches by 8 $\frac{3}{8}$ inches, bound in standard vellum cloth, gold stamped, illustrated **\$3.00**
Postpaid

THE COMMERCIAL PRESS, Limited
51 WELLINGTON W., TORONTO

BOOSTING THE CHRISTMAS GIFT BUSINESS

Suggestions that will help increase efficiency during the Christmas season, and at any other time.

By W. J. BRYANS

HOW are you hooked up for this year, anyway, so far as selling force is concerned? As I see it, a store's Christmas selling force should be made up about like this:

Clerks.—Ordinary meat men and women, boys and girls, trained to be something more than meat.

Price tickets.—They have more sense and can sell more goods than some flesh and blood people who can talk. But price tickets can talk, at that. They talk the money language. We can show more goods in a minute than a half-trained clerk can in an hour. Store display never spoils its case by talking too much or too little. It merely shows the goods at their best, and lets them talk for themselves. Well displayed goods are not so bad, either, when it comes to talking in the money language.

Display and Merchandise.

Window display.—I notice some advise that Santa Claus be stood outside the store to attract people. Good. Santa is some salesman. But Old Man Window Display has him beaten. People like a cheerful salesman in the hurly burly of Christmas buying. Display can be cheerful in forty languages—if it really is a display. And I guess there is no excuse for your having anything else in your windows, judging by the window helps we are giving you this time.

Merchandise.—Yes, I'm still talking of salesmen. Did you ever know a better salesman at Christmas than Christmas merchandise? Of course, it's got to be the right kind of merchandise you carry. People are growing more exacting each year. They're getting wise. They know what they want—think they do anyway. While picking your Christmas sales force don't forget the right kind of merchandise. It's the best of all—the easiest to get too.

Yourselves.—Of course! I nearly forgot. The whole thing is up to you, my boy. You've got to be responsible for all these various salesmen I have mentioned. Quite a sizeable job? Quite! You surely have something to do. But you get more out of it than anybody else. So you have no cause to complain. Keep cool. Lock up your temper and throw the key in the river. Take time each morning to shave. Don't forget that the laundries are still in business during the Christmas season, and that they wash collars for 3 cents and shirts for 12 and

15. Don't eat too much—save that for Christmas day. And work, work, WORK! There, I guess that'll hold you a while.

Use Best Kind of Advertising.

Advertising.—A very promising salesman that grows better each year. Let the people know what you have to sell and what you want for it. Then they'll know in advance whether to go to your store or Smith's. If Smith has better advertising than you, he'll sell more goods. Watch him. Get the best advertising you can. You can't get too good a grade at Christmas. People don't care a hoot what you think about your stuff. They want to see a picture of it and get a glimpse of it—that's what counts. Advertising will make them think right. Hire it and see.

Pure air.—Ah, now I've said something that will please your customers. Pure air is a popular salesman. When it is in a store at Christmas, the biggest crowds always go there. Pure air works for nothing. It is whipped along on the wintry breezes, fairly begging to get in. Let it in. Then let Salesman Advertising tell the people about it. They'll be sure to respond. Don't have your store too hot. The coal man will get in on you hard enough before the winter is over, anyway. You're not running a Turkish bath.

DRUGGISTS HAVE THE GIFT GOODS WANTED

There is perhaps no other stock which lends itself so readily to Christmas display as does the stock carried by the retail druggist. Within the glass show cases of the average drug store repose the latest achievements of master perfumers, the choice candies from the finest confectioners, artistically-boxed stationery from the country's specialists in paper making, cameras from the factories of craftsmen who have devoted a lifetime to perfecting their accurate instruments, and toilet accessories made from designs conceived by experts in the work.

All these things, and many more, are part and parcel of the every-day stock of almost any pharmacy carrying the usual assortment of side-lines. Around it remains only to bring them. And When the holiday season rolls round it remains only to bring them to the front and to exert the effort necessary to convert the merchandise into money.

One of the first requisites for furnishing the necessary push is

Here
you see
our Christ-
mas tree, one
of the best
type, too, and
while, dear sir, 'tis
not a fir, yet it was
made "fir" you. 'Tis
true you see upon this
tree no presents rich and
rare: yet please be kind and
bear in mind, in wish the gifts
are there. We wish you all, the
short and tall, young, middle-aged
and grey, the poor, the
rich,
white,
black
as pitch,

A MERRY CHRISTMAS DAY

an adequate supply of show cards, both for the store windows and the inside counters. Price cards should also be plentiful; "what it costs" is always one of the important points with the average shopper. The cards need

not be elaborate, and need not even be especially made for the occasion. Any good-looking card will do, if the proper holiday atmosphere is furnished by the remainder of the window or counter trim.

IDEAS FOR CHRISTMAS SHOPPERS

EBONY GOODS

Are Regaining Their
Old-Time Popularity

—And what is more refined or dignified for the matron than Ebony Toiletware?

Our current assortments, while very complete still, we believe to say, be very low the call of next week. Make your choice now.

FOR THE MEN FOLKS—Our Fine Cigars Should Answer the Question

When it comes to fragrance of aroma, MacFee's Cigars are in a class with the best. They are kept right—no chance to become dry or lose their fine aroma. Get a box for "him." Boxes of 25's, 50's, 100's and 1000's.
We would also suggest Ebony Toiletware, \$1.50 to \$6.00. MacFee's, Main Street.



It needs the bustling and stirring of the holiday preparations for Christmas has commenced. Next week will find the stores thronged with people intent on "gift shopping," and this announcement, though not complete in detail, will serve to give many little suggestions—and save many mistakes in the hunt for suitable Christmas tokens. We invite everyone to see our displays of Christmas goods—no matter whether they buy or not. Just pay us a visit.

WHAT WOMAN DOES NOT APPRECIATE PERFUMES FOR CHRISTMAS?

Our holiday stocks of perfumes and toilet preparations to have some photo, and we offer the widest selection in the city.

LET STATIONERY SUGGEST GIFTS TO YOUR BEST FRIENDS

As it stands, the Christmas season, filled as with an abundance of suggestions and suggestions, materials. We also have a complete display of Christmas Greeting Cards.

A GIFT THAT IS ALWAYS PLEASING— —GARDY—

When you buy Christ, MacFee's at MacFee's you have the advantage of knowing that it is fresh, all the better known brands in both day gift boxes, and in all sizes.



The Pride of the Dressing Table

Any woman will take pride in a few well chosen pieces of luxury Toiletware. It is becoming more and more the vogue among women of taste. Nothing can quite replace a far beauty—and good hygiene is not expensive.

We have individual sets, Bristle, Comb and Mirror, or we can sell pieces individually for those of your friends who have already started an "Ebony set."

STRAND STORE
TENTH STREET

MacFee's Drug Stores

RED CROSS STORE
ROSSER AVE.

This Brandon Man., drug firm has been noted for its attractive advertisements. This is one used last year, and it drew good business.

PREPARING ADS. FOR THE XMAS CAMPAIGN

Hints and suggestions for the dealer on how to get best results out of the Christmas campaign.

IT is time now that the druggist have his advertising in shape for the Christmas campaign. The period from now until the end of the year is filled with great possibilities. It is the season of the year when trade comes the easiest to the druggist and he should make the most of it by making a strong bid for business in every possible way. An aggressive advertising campaign in which good copy is used will prove extremely valuable in reaching out for the passing trade.

Put Study into Christmas Ads.

It behooves the druggist to set aside a liberal appropriation for this branch of business getting from now until the end of the year and to back up the expenditure of advertising money by effort and study that will make it produce the best results. Not only is it desirable to use larger space than usual in putting your Christmas message before the purchasing public, but copy should be used of a kind that will bring in the best returns for the money expended. This requires a good deal of attention to the preparation of copy, so that it will attract attention and create interest in the goods featured. Judgment must be used as to the space that should be given to various lines, because featuring of some lines will undoubtedly bring better results for you than the same space devoted to some

other lines. The outstanding lines should be put in larger type and space than the less important ones.

Use Business Pulling Copy

Let this be a call to every reader to determine to make his advertising of Christmas goods reap as richly as possible for him. Contracting for space is only a start. Thought should be given to the form and subject matter. It should be remembered that the value of advertising is in making the ad. wish the reader to possess. For this reason make your Christmas advertising seasonable and give it a punch.

WHY THIS DEALER FAILED

He didn't figure his salary as an expense.

He kept goods buried from sight and had no record to show this.

Disregarded depreciation on goods and equipment.

Failed to take discounts.

Unsystematic bookkeeping.

Didn't figure his bad accounts.

Salespeople didn't understand business and hadn't enthusiasm.

Lost customers.

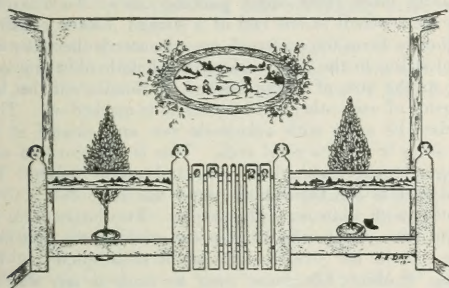
SPEED UP FOR THE LAST LAP OF THE YEAR

A score of brief suggestions for boosting trade from now until the end of the year.

THE major portion of the year's business journey has been completed. We are coming down the home stretch in the year's race. A little extra effort at this time may bring you in a winner. Speed up the business machine for the last lap of the year.

* * *

The present is undoubtedly the season of the year when business comes the easiest and it behooves the druggist to make the most of the opportunities presented. If a little extra money spent in advertising or needed help is going to boost sales sufficiently do not



A typical winter scene makes a good background for the Christmas window

be backward in expending it. It is good business to spend a dollar when you feel pretty confident that it is going to bring you five in return.

* * *

One druggist who gives a high grade calendar to customers at the end of the year, mails a post card to customers advising them that he has a calendar for them and asking them to call for it. This attention is appreciated by customers who generally make it a point to call and many sales are a direct result of such calls.

* * *

Customers are generally pretty well laden with parcels during the last few days before Christmas. One druggist employs a door boy for the last week of the Christmas rush. He opens the door for incoming and outgoing customers and helps the farmers put parcels in their sleighs.

* * *

A miniature house roof at the rear of the store, with Santa Claus in the act of going down the chimney will make a good central feature for your Christmas display that will interest both old and young.

* * *

Cigars make a most acceptable gift for a man and for this reason women buy more cigars at Christmas than

any other period of the year. The average woman is rather backward about going into a store devoted exclusively to cigars. This gives you your chance. Cater to the ladies' trade. Use show cards and advertising to advise them that they can buy these at your store.

* * *

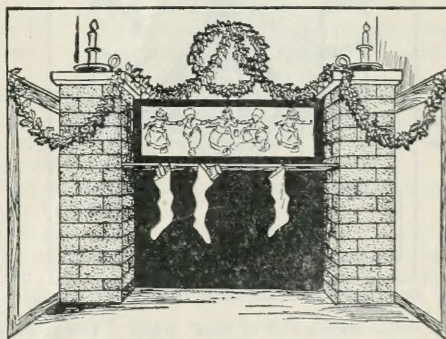
Make everything as Christmassy as possible. It all helps. Give the Christmas touch to show cards too. Clip appropriate pictures out of the magazines and papers and use them as settings for your show cards. And don't forget to use plenty of price cards. A person must know the price before buying and especially want to know it at Christmas time when there is so much to do in a limited time.

* * *

PITHY POINTERS FOR CHRISTMAS DRIVE

Fancy wall paper can be used to advantage in arranging a special background for your Christmas display.

Make a special price on a few representative lines to bring customers around during the week preceding Christmas.



Here is a real Christmassy background that is bound to prove attractive and suggestive

Use advertising and show cards to suggest to customers that they give candies, perfumes, stationery or other lines as Christmas presents this year.

An electric fan will keep the frost off most windows at this time of the year. Keep them clear during the Christmas trade.

One druggist in listing the suggestions of Christmas goods in his ad. arranged the words so as to represent a Christmas tree.

A representation of a fire-place with a few stockings suspended makes an excellent setting for a display of candies, fruit and nuts.

SPECIAL DECORATIVE FEATURES HELP SALES AT XMAS TIME

An appropriate setting at Christmas will help greatly in increasing sales—
Practical suggestions for Xmas decorations for the druggist

THERE are so many decorative materials that the druggist has at his command that it is no wonder there are always a number of good Christmas displays in every city and town. How some of these are made might be useful to others.

A druggist made a splendid display of merchandise particularly suited for Christmas selling that brought the business. Using a number of boxes he formed a step in the window extending out half its depth. At each end of this step he placed two pillars, which supported a round arch. The base of each pillar was made of a square box. The pillar was round, made by using a piece of 2x4 scantling the proper length, cutting two circles of wood the proper size, attaching these at the ends of the scantling and cover-

an effect of a pyramid of nuts with very little stock used to form it.

Evergreen festooning and branches were wound around the pillars and edged the arch. The base of the pyramid was also trimmed in a similar manner. The floor and step were used to display suitable lines for the holiday trade.

How to Make Attractive Display Unit

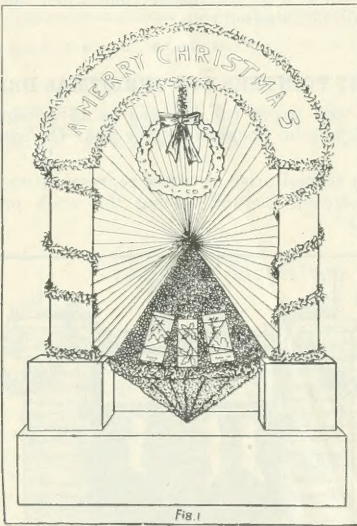
The display unit shown in Fig. 1 is easily made, and with the exception of a little crepe paper and the evergreens or festooning, all the materials required for its construction can be found in the store. The arch across the top is made of boards taken from empty packing cases. To make the circle tie a pencil to one end of a string. Fasten a nail in the floor to form the centre of a circle, attach the other end of the string to the nail, making the length of string conform to the size of circle desired. Boards can be laid alongside of each other until the circle is marked off. They can then be sawn with a keyhole saw and cleated at the back so as to form a solid arch. This is first covered with wrapping paper and then with red crepe paper. The round pillars are formed of round tins or poles covered smoothly with white wrapping paper. Two boxes form the base of each pillar. Boxes also are used for the platform. These should be covered with white crepe paper. The words, "A Merry Christmas" may be made in any way the display man is capable of. If he is handy with a paint brush they may be painted on a board and tacked to the arch. If he is not he can take cotton batting and roll it into a string about an inch or so in thickness and with this form the letters. They need not be perfect but should be readable. Pins or tacks can be used to attach the cotton batting. This can be done before the arch is put into the window. The holly wreath may be omitted and some other symbol of the Christmas season substituted, or this part of the decoration may be omitted altogether.

Finishing Up the Display

A pyramid of goods is then placed in the centre of this setting. A circular table is built resting on a single stand in the centre. Heavy paper is attached to the edge and wound in the form of an inverted cone to form the base of the fixture. Festooning is used to cover the joining. A sunburst made of cheese cloth plaited from a central point forms the background. Any other suitable background may be used instead. This setting can be made a part of the central unit of the display or it may be placed in the corner of the window, and the display worked out to the corner of the glass.

It may be necessary for some businessmen to entrench themselves, but it is not necessary that they should bury themselves.

It is the store that possesses the Christmas atmosphere that gets the Christmas trade.



Xmas display unit described in accompanying article.

ing the whole with a roll of heavy paper. The arch was cut out of boxes. Before these were set up they were covered with pure white wrapping or crepe paper.

Putting "Pep" Into The Display.

He made a half circle of wood, about three feet in diameter, which was set against the back of the window about eighteen inches above the step, with a barrell-hoop projecting around its edge. This was supported by braces of wood and then covered with red crepe paper, in the form of an inverted cone, the point at the step, the wide end being the circle of wood. A sunburst of cheesecloth was next made by plaiting the cheesecloth from the centre of the back of the window to the arch and down the back of the pillars. On the wooden half circle a pyramid of boards was formed and then covered with mixed nuts. This gave

D. OMcKINNON, General Manager

Montreal Office—77 Southam Building

English Representatives:

SHARLAND & CO.
Eldon Street House,
London, E. C. 2

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Phone—Adelaide 6126

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JAMES O'HAGAN, Editor

Subscription Rate, \$1.50 per year in Canada, Great Britain and British Colonies; \$2.00 to the United States.

WORK WINDOW TO LIMIT

One of the outstanding mediums of getting business and increasing sales during the Christmas campaign is the display window and it should be worked to the limit in a supreme effort to establish record sales. The beauty of the window is that it can be worked just as much as desired and it makes no more as extensive advertising might.

In order that the most efficient results may be secured during the Xmas. season it is well to plan a schedule of window displays in advance. Thus, the trimmer can plan ahead for the various displays and loses little time in planning and arranging them when the rush season is on.

And another word, remember that we will be glad to get a photo of any of your windows for reproduction in THE RETAIL DRUGGIST OF CANADA

* * *

TRY THE DRUG STORE FIRST Across the border the drug trade has opened up a campaign to promote a greater interest in the drug business through publicity and through the adoption of a slogan, so that all individual druggists will reap a benefit.

While the drug trade as a whole isn't closely enough united to undertake the popularization of an all-embracing catch phrase, like the florists with their "Say it with flowers," or the paint men with their "Save the Surface," yet it is hoped that retail druggists will be able to obtain a great deal of favor with the slogan—"Try the drug store first!" In May of this year, a movement was started to give national scope and significance to the idea, the Portland Druggists' Association being the first, it is said, to get aboard the band-wagon. It was suggested that the interest of other drug associations be aroused and that a vigorous campaign be staged, the aim being to secure general adoption of the phrase. The thought has been to get manufacturers to use the words in connection with the promotion of the products that are sold through the retail drug trade.

The movement is now well under way, various associations at their annual meetings having fallen in line.

It has long been customary for many national advertisers to use some phrase as "For sale by all druggists," at the end of their copy, and these have been asked to have the

phrase changed to, "Try the drug store first." The big thing is to get the public to think "drug store," and the little suggestion, constantly repeated ought to help materially.

* * *

As Others See Us It would be a good thing, as Bobbie Burns so well emphasized, if we could see ourselves as others see us. This is true not only of persons but of business as well.

A man becomes so used to his store that he fails to see many of the defects that are very noticeable to the outsider. For this reason outside criticism is frequently a very valuable thing. The big stores find it good business to have outsiders inspect their establishments and criticize them from the view point of the outsider.

Many small dealers find the criticisms of their wives or relatives very valuable. Why not get the opinion of the travellers who visit your store. they can frequently offer helpful suggestions. You may not adopt all the suggestions offered but there is no reason why you shouldn't have their opinion anyway.

* * *

How It Works A salesman came to see me the other day says a retail druggist in an exchange. I asked him, "How's business?"

He looked serious and said, "Its the worst in the history of our company. And what is more, I can't see anything but tough sledding ahead for another year. We haven't nearly reached the bottom yet."

Then he asked me to buy a quantity of an important commodity he handles.

I thought it over. He might be right. True I had a statement in front of me showing practically 100 per cent. increase in my business in the last three weeks than in three months previous.

I had thought things were looking pretty good.

But—he might be right. Tough sledding for another year. We haven't reached the bottom.

So I told him, No, I wouldn't buy anything. He might be right.



WHO'S WHO IN DRUGS

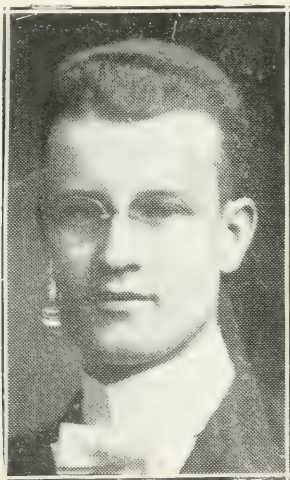
J. B. Haslam, Cranbrook, B.C.

By F. A. Williams

ONE of the newest and most progressive drug stores in the West is that of J. B. Haslam, who last May started in business on his own account in Cranbrook, B.C. The site of the Haslam store is the former Binning building, next to the Rex Theatre, on Norbury Avenue, the building being remodelled to make it up-to-date and equipped to provide light refreshments for the holiday crowd. Ice cream, soft drinks, sodas, lunches, chocolates and candy comprised the main lines.

May 24th. was opening day, nearly everything being in readiness.

On June 1st Mr. Haslam opened for business with a full line of drugs and stationary, and with his soda fountain in operation. Of Mr. Haslam personally The Cranbrook Herald says he is too well known in that city to need any



J. B. HASLAM, CRANBROOK, B.C.

introduction to the public. He has been fourteen years in Cranbrook, and eight years in the drug business. He graduated with honors from the Ontario College of Pharmacy in 1918, and in the same year attained the degree Phm. B. at Toronto University, also with honors. Returning to B. C. he obtained the pharmaceutical license required in that province. He also spent some time in the C. E. F. serving with Dispensing Corps.

Good service coupled with high quality goods is the slogan of this drug business, which is located on one of the best streets of Cranbrook from a business standpoint. His store makes the third drug store now doing business in that city of about 3,500 people., though there is as well a big district outside the city to draw from. Mr. Haslam's

stock is valued at close upon \$10,000, including all the staple lines handled by a druggist, as well as the side lines, such as candy, ice cream and soft drinks in season, etc., as well as much seasonable goods as Hallowe'en specialties, toys for Christmas, and so on.

Although only a young man, Mr. Haslam has already learned the value of advertising, and thoroughly believes in keeping his name before the public. He makes use of newspaper advertising to a good extent, and in addition to that does some direct-by-mail advertising. He also makes use of special conditions and circumstances that arise from time to time to get advertising value out of them, from which it will be seen that he is thoroughly alive from an advertising viewpoint.

In regard to his candy department, he usually figures on turning over his bulk candy stock in about ten days or less, which ensures a fresh stock always on hand. In addition he handles a good quantity of home-made candy of good quality, and this business is increasing.

Although Mr. Haslam's business has only been established a few months, he has already firmly established himself in a business way, and as time goes on will undoubtedly better his position still more. Enterprise usually tells in a case of this kind, and Mr. Haslam has a good proportion of this in his make-up, and so can be left to tell his own tale as to the future.

OLD TIME DRUG TRAVELLER NOW IN THE POLITICAL ARENA

Mr. George H. Leslie, formerly of The Lyman Bros. & Co., Limited, travelling staff, (now living retired on his farm at Niagara-on-the-Lake) is taking an active part in Capt. Lovelace's Campaign.

At a meeting held in the Royal George Theatre, Niagara-on-the-Lake, at which he presided, the St. Catharines Standard awarded George the palm as the champion chairman of Lincoln County. He entertained them with some of his usual good stories, and recited half a dozen of Drummond's habitant poems, his tact and personality holding the meeting, which otherwise would have broken up before the arrival of the candidate. To quote from the *Standard*: "He apologized that a person of his youth and inexperience should be asked to preside, but Mayor Mussen had been called to Toronto. Speaking personally, he had no compunction about presiding at a Soldier-Labor-Liberal meeting, for, before his retirement, he had labored for 50 years; as a soldier he had been with the Queen's Own at Ridgeway in 1866; and he'd been a Liberal ever since the days of George Brown. He had heard the speeches of great leaders, such as Alexander Mackenzie, one of the brainiest men Canada ever produced—a real labor man, one who worked as a stone mason on the old Welland Canal and became premier of Canada."

Many of George's friends in the craft will be pleased to know that he is still going strong.

SHOW XMAS GOODS IN PROPER SETTING

The old saw that "he (she) wants everything he (she) sees" holds good to-day as of old. Upon this principle the display should be made. Goods shown are goods sold—but they must be made as tempting as possible. At Christmas time the goods will tempt more strongly in a typical Christmas setting than if shown in the ordinary way. Old merchants have found this out, that's why so many of them have such elaborate displays at Christmas. They sell the goods.

STOCKS FOR SALE. A ten foot McLaughlin complete with Vortex Dispensing Equipment, chairs, tables, etc., used only one season, as good as new, can be had on easy terms. Box 123, Retail Druggist.

HOW ABOUT YOUR OVERHEAD?

What are you doing about expenses?—Aiming at a margin---
Keeping a perpetual inventory.

By Frank Stockdale

IN *System Magazine* for April there was an article "What is Wrong with Distribution?" where a Mr. Hover of Denver shows where the wholesale drug business, if we were to go back immediately to 1914 prices, the cost of operating a wholesale drug store would jump from 123 $\frac{1}{4}$ to 191-3%. Think what that means! And the same principle exactly applies to the retail store.

Now what is a man going to do if his expenses go up to 35.5%? It does not look so very dangerous to watch a store operate, when you are there all the time. Business is pretty good, but how are profits? Under this analysis, profits would not exist in the average retail drug store, because if you get an average margin of 34% on your sales that is a pretty good margin, is it not?

Most of us aim for margin and then never check up our shots. I would not want to be a marksman that way, would you—set a mark up and then never see whether I got near it. I have met a few retail druggists lately, and I like their system fine—they know how much they make at the end of each month.

Mr. Stockdale here asked how many did not know where they were at the end of each month. (Almost all admitted so.)

One man asked how you could do that in a drug store without taking an inventory monthly.

"By perpetual inventory," the speaker replied. Asking, "How many keep perpetual inventories?" (Just a few). "A perpetual inventory," continued the speaker, "is as reliable as the physical inventory, unless theft or something has entered in there to interfere with your balance. You have to take stock once a year physically, the book inventory tells the story very effectively.

Mr Hoag: "Is the perpetual inventory practical?"

Speaker: "Absolutely practical and absolutely dependable. Gentlemen, how many of you, if you had a fire, would know how much goods you had back there and to collect on? That is another reason for a perpetual inventory."

Question: "Where can information regarding this perpetual inventory be secured?"

Mr. Stockdale: "There are a number of sources. I would be glad to put it in the hands of the secretary myself. I have got the blank all ready. I can just hand it to him, tell him a little story around it. All you have to do is to do the work that is necessary. I want to say this frankly: I don't know of any way of getting a good thing like a perpetual inventory without paying for it. If you need a perpetual inventory you have to pay for it. The only thing to watch in records is this: that you never pay any more than it is worth. One of the things that has done more toward killing system in stores than anything else is the systematizers themselves—a number of them are retailers. You get a retailer that is a bug on system and he just pays out \$2 for every one dollar worth of goods he gets. The hard-headed fellows come and have a look at it, and they condemn all systems because this fellow abuses it.

But we have to get volume of business. You have to

turn to your selling to get volume. And another way is with your buying, that is, buying something for which there is a demand.

Mr. Stockdale here told of an incident which was told at the Oklahoma State Convention where he attended recently, where a man doubled his candy business. "The man," he said, "stated that formerly he had always felt it beneath his dignity to handle anything below a 50-cent package. Then he put in a lot of this small stuff, 5 and 10 cent stuff, and there was a demand for it in his territory, and he got enough extra business to make up his double volume.

DO YOU RUN A "GIMME" STORE?

You will allow me to talk about two or three items which might be utilized to arrive at this. There is in the hair net business at the present time a great opportunity for volume in the drug business. The men who go after it are getting volume on it, and are getting extra business that they would not have. Then if they can take up some other lines that they have not been pushing. The greatest trouble with the drug store is that they have conducted a "gimme" store. I mean they stock anything for anybody coming and saying "gimme this." A store creates a demand for a certain thing. Some of the store's customers will come along and say, "Gimme No. 1." And promptly the Gimme store stocks No. 1. This store over here is creating a demand for something else, and some of the customers which have come under the store's advertising influence come along and say, "Gimme No. 2." And that article No. 2 is again stocked. And so on down the line, until you see the Gimme article also stocked for which the manufacturer's advertising has created a demand. And the man who supplies the Gimme trade has about eight items on his shelf. If he ran a store of his own instead for all these eight, he would have about three. There are some cases, of course, where the gimme demand is so great that it is a mistake to buck it.

One of the first essentials in reselling is an assortment and enough of the goods, a quantity of the goods sufficient to push them. Say we take hair brushes. The retail druggist who buys one-twelfth dozen of this kind and that, until he gets a half dozen kinds, and then takes them back into his store and puts them in the floor case near the bottom and does not take much care as to the arrangement, he does not need to wonder that some departmental store with a nice counter with hair brushes displayed on velvet beds, outsells him. The fact of the matter is that he has hair brushes there for the fellow who comes in and says "Gimme a hair brush." He would be better off if he would not have hair brushes, because if he sells them at a reasonable price the turnover is so slow there is no profit in it for him. And when he tries to sell a customer a hair brush once in a while the mental agony that comes over him is one of the real tragedies in a store.

Now you can substitute anything that you want for that. A hair brush is only the illustration here.

The man who does not get a turnover—we found that the

druggist whose turnover was $2\frac{1}{2}$ times or more, reduced the cost of doing business from 27.6% to 25%. Those who turned their stock 2 turns or less their cost of doing business was 30%, as revealed by this investigation. The slower the turnover the higher your cost of doing business. And do as little gimme business as possible. Don't load yourself up with stock, but have an assortment.

This hair net business: If a woman comes in and wants a light brown hair net in a cap shape, you better have it in stock or she will go some place else where she can get them, and if she goes out she breaks the buying habit in your store.

There is an old saying that things done by halves are never done right. Gentlemen, go back to your stores and do the things that you know you can do right, and throw out the things that you can only do by halves.

One of the outcroppings of jealousy in a town is that this fellow puts in a line of goods, and the other fellow puts in the same line, because he is afraid of losing some business,

whereas the fact of the matter is there is not enough business in that line for them all.

Mr. Stockdale illustrated this point with a story about what happened in Gilbert, South Dakota, where for years the people had never been able to get fruit from their merchants. A Greek went in and opened up a fruit store. Immediately two other merchants put in fruit. The people won and the merchants lost out.

The man who goes into his store and says: "I will just fix this store up so I can wait on people with the least amount of trouble possible," will find that he will have on his hands lots of leisure. He has laid the ground work for it. Arrange your store for the customer. Remember that from 30 to 50% of small wares for merchandise is being sold to lookers, that don't think of buying it until they see it. The dry goods stores are coming along, and the drug stores are coming along in good shape, but you can just go a little further and get goods out where they can get soiled and stolen and sold.

Gentlemen, just a moment now. Take this illustration here: I put goods out on my counter and somebody takes five out of 100 I put out, and I increase my sales 20%. Who is better off—I who do that or the man who does not do it? I will have two per cent. on him at the end of the year net profit, and five per cent. merchandise is not stolen or wasted in display on the average. Just put it down that you are going to lose one or one and a half per cent. in the average locality, and take it as a matter of course. If somebody once in a while takes a 25-cent article don't stock it up and put it on display in your mind for the rest of your natural life. Let profits assume as much importance as losses in your mind when you display goods. When you go out and ask people to display goods they will say: "They steal them and they get soiled." If they steal them they are the right goods. If they stay there until they get soiled sell them out at any price and don't put them out again.

Gentlemen, I want to give you one more example of turnover. It costs the jewellery store about 37% to do business. It costs the grocery store about 16%. The jewellery store turns stock about once a year; the grocery store turns its stock about ten times in the year—and you have most of the causes there as to why the cost of doing business is so much higher in the jewellery store than in the grocery. The nearer your item is to the grocery items in its turnover the less the cost to you of doing business on it. The nearer it is to the jewellery items in its turnover the more it costs you.

MAINTAIN WINDOWS DURING BUSY SEASON

That is when a good many druggists seem to think they can let up on their window efforts and trust to the impetus of the greater general demand to keep up their trade. Because it is easy to sell more goods when more people are in the buying mood, is no reason for not continuing window displays strongly at that time in order to increase business still further. Instead of letting up on window displays when the public is buying at its best, make better displays, change them oftener, work harder at them. What do merchants do when the holiday buying season comes with all its extra purchasing—put in one display in January and leave it till spring? Not much. They change their display as often as they can, to show the more goods and to attract the greater amount of interest. When more buyers are on the streets, when the people are more easily influenced to buy, then is the time when the window will do the most to help trade. The better your business, the more opportunity for you in your windows.

The Final Appeal

Be your Christmas shopping early, do it early, mother dear.

Buy those gift cigars for father, ere the cabbage leaves are set.

Get the fancy ties for brother, all handpainted, nice and sweet.

While the dolls' in the windows, and the jimeracks in the street.

Buy the cook a grand piano, lift the milkman from the dumps.

Get him, mother dear, some ribbons—pale blue ribbons for his pumps.

Let us then be up and doing, bright and early mother dear.

We must buy out glass and china for our brothers' Christmas cheer.

We must be on shopping early, buy the toys with pizened paint.

So that dearest little Willie may curl up and be a saint.

But first we'll see "The Champion Druggist" and from out his well-stocked store

We will purchase our presents, as we always did of Note.

He'll be sure to meet us smiling, be our order large or small

And we'll surely get our portion, if we can think of all.

You'll remember, dearest mother, Samuel E. will never trust.

So we'll see him FIRST, dear mother, in case we might go bust.

Hook me up, my dearest mother; put my aero hat on straight.

We must hasten, we must hurry, or we'll be, alas! too late!

Ere the celluloid cuff boxes and the plush-bound tomes of lore

And the four-cent Christmas greetings all are gone, for ever more.

So let's hustle, dearest mother; let us simply hit the jake

To our Christmas shopping early, let us make a gentle hike.

Postscript.

Thank you kindly, gentle reader,

You have read this through, I trust (wow!)

Take the hint from Madge and Mother—

SHOP HERE EARLY—S. E. GUST.

How S. E. GUST of Medicine Hat, Alta., introduced one of his Christmas advertisements a year ago.

1921 is Rewarding—



1921 is rewarding the druggists of the United States and Canada for their large and growing sale of Marvel "Whirling Spray" Syringes.

You have sold more Marvels in the first 10 months than in any similar period in the history of the company.

We congratulate you.

MARVEL COMPANY
25 West 45th Street, New York City
 Canadian Distributors—Dominion Rubber System of Montreal
 and all Sales Branches

Advanced Price! 25s. net.

Chemists 23s.

Reprint of Nineteenth Edition

SQUIRE'S COMPANION

TO THE

BRITISH PHARMACOPOEIA, 1914

Published by J. & A. CHURCHILL,
 7 Gt. Marlborough St., W. 1.

The Chemist and Druggist says—"It is the largest British book of the kind whose utility is recognised equally by physicians and pharmacists, while it is also distinctive in containing information that is wanted by specialists in chemistry, medicine and pharmacy. It maintains its unique position as a national work of reference."

The Prescriber says—"Neither medical man nor pharmacist can afford to be without the latest edition of *Squire's Companion*."

The Perfumery and Essential Oil Record says—"This useful volume cannot be too highly commended."

Leaflet and Quotations on
 application

SQUIRE & SONS, LTD.
413 Oxford Street - London, W. 1.

Chemists on the Establishment of The King

INGRAM'S PATENT BAND TEATS

(No. 17617)

In addition to the well-known "Agrippla" Band Teat and Valve, this important Patent Band is fitted to other shapes, a few of which are illustrated below.



Fig. 225 B.

The chief feature of the "Agrippla" Patent is the extraordinary gripping power caused by the interior band of rubber which holds on to the bottle, absolutely refusing to accidentally slip off.

BRITISH-
MADE

WILL
NOT
SLIP
OFF



Fig. H.E.

Ingram's Patent Band Teat and Valve "AGRIPPA" are perfectly Hygienic. The Rubber has been specially prepared so as to withstand actual boiling, and does not deteriorate by frequent repetition of this boiling process.



The Perfect Teat

Ingram's
Patent Band Teat
"AGRIPPA"

TRADE MARK



Fig. 224 B.

Made of the finest rubber, black or transparent

Selling Agents throughout Canada, Sharland & Co., Eldon St. House, London EC2, England

Samples and prices can be obtained from Sharland & Co.'s sub-agents, Messrs. SNIDER & BOSSONS—
 13 Leader Lane, Toronto 401 Canada Buildings, Winnipeg
 Terminal City Club, Vancouver



Fig. A.B.

FITS
ANY
BOAT-
SHAPED
BOTTLE

Made by the firm of Ingrams, London, Scientific Manufacturers of Surgical India Rubber Goods. Established in London in 1847 and whose brand, "Ingram's London" is a guarantee of Quality.

J. G. INGRAM & SON, Limited

The London India Rubber Works

Hackney Wick, LONDON, E.9., England

Outstanding Tribute to Trade papers

Ontario's Lieutenant-Governor, Col. Henry Cockshutt, himself an outstanding success as a business man, paid an understanding tribute to the business newspapers of Canada when speaking at a luncheon in connection with the annual meeting of the Canadian National Newspapers and Periodicals Association at the King Edward Hotel, Toronto, on Thursday, Nov. 10, he said: "I am especially glad to be with you today because I believe that the influence of the business press will be one of the most important factors in re-establishing business conditions in Canada on a safe sane basis. I make a distinction between the business newspapers and the daily press because I believe that your papers—the business newspapers of Canada—exert a greater influence than the daily press because of the greater confidence your readers have in them. People read the daily newspapers to keep abreast of the general news of the day. They are interested in what is happening around them and they read to satisfy their desire for excitement or interest or entertainment. What they read in the daily papers today is forgotten tomorrow.

"But this is not the case with business paper. Business men need the service of these papers in the conduct of their everyday business life. I have noted that they usually have a business paper or two in their pocket when they go home Saturday night. I do not say that they read them on Sunday, that I do not know, but I do know that they study them carefully, and that a great number of your readers, will come to their business on Monday morning with some clippings from your paper in their pockets. They will say to their associates. 'This is the situation I can show it to you in this clipping. For that reason, gentlemen, I say that yours is the greater obligation, because you are leaders, because you are helping to build up the business fabric of the country.

"You should be very careful that everything that appears in your columns bears the imprint of the truth. You must be sure that the news you give is correct beyond question, because there are thousands of your readers ready to set their business course by the news and advice you give them.

"I am familiar with a good many of your publications, and I can personally attest to their high character. It is of vital importance that this high character should be maintained, and that no effort should be spared to give in your columns the maximum of service.

"In these days when there is disorganization, dissension, disruption in all walks—business, politics and religion, there is a great place for the business paper to bring out more complete information, to assist in making us all realize we must work for a common cause, the upbuilding of our country.

"The business men of this country need your assistance. They are looking to you for information and advice, and are expecting it. On your shoulders therefore perhaps more than on the shoulders of any other single agency, rests the obligation to meet the needs of these trying days, with a sane and sound presentation of the case as it exists at the present time, a presentation free from private bias, or the desire to serve a popular demand.

"You can, and I believe will be one of the largest factors in helping to bring about a satisfactory readjustment of the business conditions of this country."

Analyze Your Expenses

THE shrewd merchant keeps his cost record book, and checks over his eleven major expense items as follows:—

1. Rent.
2. Light, heat, power and telephone.
3. Salaries of owner and help.
4. Delivery cost.
5. Interest on capital.
6. Insurance, taxes, donations, dues.
7. Bad debts and collection expenses.
8. Advertising.
9. Depreciation of equipment and stock, repairs and renewals.
10. Merchandising expense, such as breakage and spoilage, returned goods, reductions and mark-downs.
11. Miscellaneous supplies for the store and office.

He cannot eliminate these expenses; he doesn't want to eliminate them; they are justifiable expenditures necessary to sales and profit. But he can, through understanding these various items, control and regulate them.

He can keep a record of each item. He can ascertain the total storekeeping expense, he can make sure that the mark-up on goods covers all of these expenses, and he can make sure that not one of these items is exceeding its allotment.

The dealer knows that once he has determined the percentage relation of his total expenses to sales and established his mark-up on that basis, those expenses must be kept within bounds, because when they exceed their allotment, the difference comes out of profit.

On the average it costs the grocers of Canada 15 per cent. to run their business. This means that 15 cents out of every dollar of sales goes for expenses; that it costs \$1,500 to make sales amounting to \$10,000; \$3,000 to make sales totaling \$20,000, and \$7,500 to make sales of \$50,000. Fifteen per cent. of the total sales volume represents the cost of doing business.

If, therefore, the mark-up is figured upon the basis of store-keeping expenses being 15 per cent. of sales, and those store-keeping expenses run from 3 to 5 per cent. more than that amount, the difference can come from only one place, namely, out of the dealer's own pocket.

It's the little foxes that destroy the vines. They cannot reach the grapes, so they tear at the root and leaves.

Likewise it's the little unrecorded items, the forgotten or overlooked expenses, that eat up margin, leaving only a remnant of that margin to be turned into profit.

The store that desires to safeguard its profits must be protected by the necessary books and bookkeeping system; must see that its equipment for handling the financial end of the business is adequate. Cash registers, adding or listing machines may for themselves in numberless cases through added accuracy and their insurance against loss through mistakes. They play a vital part in swelling profit and minimizing expense.

DRUGGISTS FIND RECORD BUSINESS PROFITABLE

Cant & Cant of Galt, Ont., make strong bid for music machine and record business---Use special sound-proof compartments---Send out nearly eight hundred monthly lists---Windows and newspapers help.

WE are well satisfied with the amount of business we are doing in the talking machine record line," said the elder brother of the firm of Cant & Cant, druggists, at 24 Main street, Galt, to an inquirer about the line.

"This is our first year with records, and well as our sales have been so far, we expect them to be better from now until the end of the year; in fact, this month we note an increased demand. We are told that December and January are the two best months, and that the Christmas season is the time for rush sales."

Early in the year Cant & Cant took over the talking machines and records from the Taylor music store that was located next door, Mr. Taylor going into another line of business. And with the stock Cant & Cant purchased the testing booths and placed them in their store. These are four in number, and are placed near the end of the store.

Sound-proof Compartments

The compartments are very ornamental, being built mostly of glass, the frames and doors being enamelled. They thus present a clean and bright appearance. The

some of our help to assist the young lady who looks after the department. This assistance is mutual, for the young lady can help in our other departments during the early part of the day and week when her services are not so demanded in her own department.

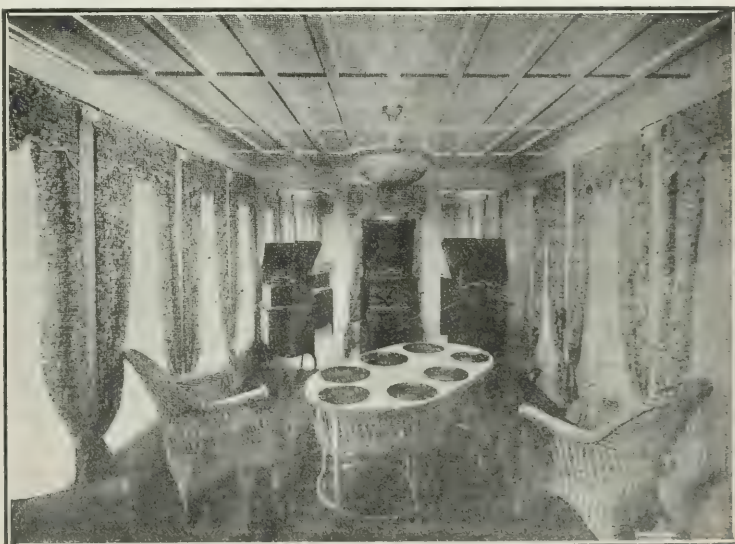
"Our record department is quite simple. We stock them behind the counter, opposite the demonstration booths. They do not take up much space, as you can see. Every one of them is in its proper case and sorted numerically. When one or more are sold these cases are removed and placed in a drawer for that purpose, the record or records sold then being put up in an envelope and handed over to the customer. The cases can be counted at the end of the day or week, and thus we are able to tell how many have been sold and also the best selling records.

Stock of 2,000 Records

"We have in that small space about two thousand records, at least there are two thousand dollars' worth there.

"Sales were not so good during the summer as earlier in the year, so many people living out-of-doors, but now we find with the shortening days that there is a better demand,

where the druggist has the space, a demonstration room for trying out records will increase his sales. This has been the experience of Cant & Cant of Galt, Ont. who have four of these demonstration booths, all four of them being engaged on Saturday evenings.



partitions between the booths are double-glassed and sound-proofed, so that all four booths may be used at once, and no outside sound will permeate to distract attention from the record being played.

"These compartments are much used on Saturday afternoons and evenings. We sometimes have all four booths in use and a couple of customers looking at machines or records outside," said Mr. Cant. "Then it is necessary for

and, as I said, Saturday is a pretty good day.

"Galt is an industrial town and there are a great many factory people living here. While these factories are not now running at capacity, Galt is perhaps better off than some other places, and on pay-day there are those who have money to spend.

"There is quite a deal of competition in music records in Galt. There are the music supply houses and the stationers,

all carrying one or more makes of machines and records. It is pretty safe to say that practically every house in the town receives month by month some literature about the new records. We send out between seven and eight hundred of these monthly lists, and I know that the music houses also send out lists. So the people of the town know about these music machines, and know also where the records may be obtained.

Newspaper and Window Publicity

"For ourselves, we take space in our local daily to bring forward publicity regarding our drugs, sundries and side lines, of which music machines and records are an important department. We also use our windows occasionally. For these window displays we get cut-outs from the record people. They help relieve what might be monotony and give color and background to the display."

Cant & Cant, during October, put in for a week a window display of small table machines, records and accessories. Towards the front were small piles of needles, brushes, and the smaller advertising booklets and monthly lists that manufacturers send out from time to time to dealers. The background was occupied with posters and hangers, and interspersed with the machines were various sized cut-out colored pictures depicting some particular record.

While not committing himself as to the volume of business or the number of records sold in a given period, Mr. Cant's excuse being they were not long enough handling the line, he did say it had proven itself a line well worth carrying.

The elder Mr. Cant has been a druggist in Galt for the past thirty years, his brother entering into partnership with him five years ago. They have one of the best stands in the city; have the town agency for the Grand Trunk, and during the winter months the Ladies Hospital Aid conduct afternoon tea daily from three to six in what formerly had been the fountain department.

TO PREVENT STEAMING UP WINDOWS AND SHOW-CASES.

Dissolve 100 parts by weight of finest coconut oil soap in water, boil to a clear jelly, and add, with constant stirring, 10 parts of tripoli, 5 parts of alum, 5 parts of cream of tartar, and five parts of white-lead, all previously pulverized finely and intimately mixed. Pour the mixture, whilst still hot, into shallow tin moulds, when it will quickly solidify on cooling. For cleansing, moisten the window with lukewarm water, apply the soap with a rag, and polish with a dry, soft cloth.

MAKE THE FOUNTAIN CHRISTMASSY

A Christmas fireplace makes an excellent and timely decoration for the fountain and costs very little. The bricks are made from red brick paper pasted over cardboard. This paper comes ready made for this purpose. The cardboard is cut to outline a fireplace. Have a couple of andirons and a pile of small sticks in the fireplace. You can get a splendid fire effect by wrapping an ordinary electric bulb in red tissue paper and hiding it under the sticks, bringing the wire in from the back. The effect is wonderfully realistic and looks like the glow of an actual fire. At the same time it is perfectly safe. Hang a row

THE CHRISTMAS WINDOW

During the next fortnight retail druggists will be arranging their Christmas window displays. "What can we have that is new and striking?" will be the question of the hour. Trade journals offering suggestions may be carefully studied for ideas. Some suggestions are offered elsewhere in this journal. Leaving the question of designs and dressings to these other pages, we desire to say here that lines hitherto not featured in Christmas window displays might be given a chance this year. Seasonable small lines suitable for Christmas presents will be everywhere thought of and universally introduced into the Christmas window displays. The luxury lines will be there all right.

INTERIOR DISPLAY PLATFORMS

A platform for the interior display of Christmas goods may be built around a post or in an open space on the floor. The best method is to build three platforms out of inch lumber and build them up in a sort of pyramid. These should be perfectly rigid so there will be no danger of collapse in the midst of a Christmas crowd with accompanying damage to goods.

The first platform should be about 24 inches, the second about 18 inches and the third about 15 inches. All three should be covered with red cambric.

On the top build a framework in the shape of a chimney and cover with brick crepe paper, or mark bricks on the red cambric with white chalk.

Coming out at the top put a Santa Claus figure. A Santa suit can be stuffed out for the body, mittens for the hands and a Santa mask and cap stuffed out for the head. If you can borrow an old wax head from a clothing store to use the mask on you can get a better effect.

KEEPING THE WINDOW CLEAN

An exchange gives the following cleaning preparation for the outside of windows that imparts a brilliant and lasting polish:

One ounce pulverized whiting; one ounce grain alcohol; one ounce liquid ammonia; one pint water. This preparation should be allowed to dry on the window and then rubbed off with a polishing motion. It will prove far superior to the ordinary way of treating windows. Where the window has been badly scratched, a filler can be applied in the proportion of an ounce of white wax dissolved in a pint of pure turpentine.

of stockings across the front of the fireplace and your display is complete.

Christmas Napkins

If you serve paper napkins, get some of the holiday kind for use during December. These are edged with holly leaves or Christmas bells or some design that smacks of Christmas. They cost no more and help to give a holiday flavor to things at the soda counter. These little touches are what make your store "different." You do not hear the comment that customers make, and perhaps they make no audible comment. But increasing business proves that such things pay.

SOME STUNTS USED BY DRUGGISTS TO INCREASE SALES

Suggestions and ideas of other druggists that improved store
and helped stir up more business

HANGING SHELF DISPLAY SPACE

To gain more display space a Western Canadian druggist adopted the plan of hanging shelves above his show-cases. These shelves are made of plate glass such as cut from salvaged portions of plate glass windows. Each shelf is held by two iron bars screwed into the lower side of the balcony. These bars are bent at right angles at the bottom and flattened. Then the plate-glass shelf rests on this flattened portion of the bar and is held in place by screws through perforations in the shelf. These are not too high to get attention and their use adds much more display space to the store.

STIMULATING SALES STAFF

A druggist in the east has been successful in getting unusual co-operation from his sales force. He does it by means of a typewritten list of articles, which he hands to clerks as they enter the store in the morning. This list contains the names of five or six items, together with the price and a few selling remarks, which he wishes to have pushed during the day.

FREE GOODS TO CHILDREN

School months, says the *Practical Druggist*, present an excellent opportunity for stimulating sales through the offer of "free goods" with purchases made by children—pen-wipers, rulers, pencil sharpeners, sponges, jumping-ropes, tops, drinking-cups, etc. Such free articles must, of course, be inexpensive.

PURE DRUG EXHIBITION

An unusually elaborate plan for bringing home to customers the fact that its stores are primarily places where drugs and medicines are sold has been inaugurated by the Owl Drug Company, of Los Angeles. To feature its drug service, nearly four hundred products were recently assembled, each specimen accompanied by a card giving its correct botanical, chemical, or medicinal name, together with information concerning its origin and use. Several mechanical demonstrations were also included and comprised such processes as the filling of soft capsules, the mixing of chlorate of potash tablets, and the grinding of zinc oxide ointment.

The exhibit was held in one of the downtown stores, and all windows and available space given over to the display. Chemicals and crude drugs in barrel lots occupied the floor space, and even the tops of show cases in the toilet articles section were used during the six-day period that the show was in progress.

Newspaper space was used to give publicity to the event, over twenty-five thousand people visiting the store to take

in the elaborate showing. Special invitations were extended to public and private schools, and classes attended in groups, each one under the direction of a special guide.

So successful was the event that following the Los Angeles exhibit, the show was moved to San Francisco, and from there it will be given in the other cities where the company operates retail stores. The officials of the company state that the exhibit will have a marked effect in stimulating drug, pharmaceutical and prescription business.

LARGE TRADE IN PEST-DESTROYERS POSSIBLE

The sale of drugs for the manufacture of sprays and other pest-controls is a large item of the income of the drug store depending on the farmers' trade.

In a community spending thousands annually for pest-control, a farmer entered one of the two village drug stores to purchase ingredients for a pest-control but he was not sure if the formula called for arsenic or strychnine. The druggist suggested that he consult the file of the local chamber of commerce where he might obtain a copy of the formula desired, but the farmer did not go to the chamber of commerce, he crossed the street to the other drug store where a smiling clerk brought out a duplicate of the chamber of commerce file. The sale amounted to thirty dollars and a future customer.

The file of formulae had cost the druggist nothing, he had secured it for the asking from the local farm-adviser.

WENT OUT AFTER BUSINESS

A neighborhood druggist in an Ohio city took advantage of a somewhat quiet business period last summer to build for the future. His force of six clerks was divided into shifts, one of four men to be on duty in the store and the other of two men to work outside. Every third day two different men constituted the outside crew. It was the duty of these outside men to canvass the neighborhood catered to, a territory schedule having been worked out in advance so that duplication of effort was avoided. In making their calls the clerks gained an audience by presenting whoever answered the ring with a sample of a vanilla flavoring extract sold by the store. Then, in a few words, they would explain some of the services of the store—its delivery system, its station for the payment of light and telephone bills, its money-order department, and similar things.

CELEBRATES SEVENTY-FIFTH ANNIVERSARY

An Illinois drug store on its seventy-fifth anniversary sent to its customers and friends an announcement letter thanking them for their patronage. Also the windows of the store were dressed to show the kind of furniture that was used in the store seventy-five years ago.

NEW COMPANIES

AND

NEW GOODS

The Winchester Dye Co., Ltd., Toronto, has been incorporated with a capital of \$100,000, to produce, manufacture and sell dyes, dye-stuffs and other chemicals.

Canada Colors and Chemicals, Ltd., Toronto, has an Ontario charter to make and deal in aniline dyes and chemicals. Capital \$100,000. R. R. Carr-Harris, P. A. Manning, F. W. Anderson and E. J. Bennett are provisional directors.

Victorian Case Co., Ltd., Toronto has been incorporated to deal in optical goods. Capital \$40,000.

HOUSE OF HOUBIGANT OPEN CANADIAN WAREHOUSE

La Parfumerie Houbigant of Paris, France, have founded a Canadian company under the name of Houbigant, Ltd., with headquarters at 46 St. Alexander street, Montreal, to take care of their growing Canadian business. Mr. I. Feart, of the head office staff in Paris, has arrived in Montreal to assume direction of the Canadian house, where full stocks will be carried.

Besides the office and warehouse at Montreal, the company has opened up sample rooms where their goods, even the most recent creations of Houbigant, are on display. Messrs. MacLean, Benn & Nelson, Ltd., Montreal and Toronto, have been appointed selling agents in Canada for all Houbigant products, and they are sending out travellers to cover the Dominion from coast to coast.

SOMILCO, THE LATEST DRINK

One of the very latest and newest drinks is "Somilco," which the J. Hungerford-Smith Co., Toronto, have this fall put on the market. As its name partly implies, it is a combination of milk and cocoa—"some cocoa," as the trade slogan has it. The preparation is 100 per cent. soluble; can be made into a drink instantly; and besides being a tasty drink is a nutritious food. It is more convenient to prepare and more economical to serve than any other cocoa preparation.

"Somilco" is put up in half-pound, pound and five-pound tins and also in sanitary envelopes containing enough to make one cup.

L. E. WATERMAN CO. ISSUE DAILY CONVENTION PAPER

During the convention of the National Association of Stationers and Manufacturers held at Atlantic City last month the L. E. Waterman Co., makers of the Waterman "Ideal" fountain pen, issued a special daily convention edition of "The Pen Prophet," telling of the convention doings from day to day. Besides, general news of importance of the outside world was given, and many cartoons of the officers and celebrities of the Association in characteristic poses.

A special department covered the women's end of the convention and told of the numerous social functions. The Waterman Company's plants and offices in various parts of the world were illustrated and described, including the model factory at St. Lambert's, Que., and the Montreal headquarters. Biographical skits of the association officers and the heads of the Waterman Company were published, together with descriptive sketches of various stores handling fountain pens. Nor was the sporting news neglected. Day by day the chief items of prowess on the golf links and other activities of the members were noted. The getting out of the paper was a great stunt.

CREAM OF MALT CO. OPENS TORONTO WAREHOUSE

Although the Canadian Malt Extract Co. has been operating all its Canadian business from Montreal for some time, so great has been the demand for its "Cream of Malt" from Ontario that an office and warehouse to supply the needs of that Province was opened in Toronto about five months ago. This new warehouse is at 16 Pearl street, and is in charge of Chas. Schied.

"Cream of Malt" is an extract of malt said to contain valuable nutriment for convalescents as well as being a food for infants. It contains, say the proprietors, the valuable enzyme diastase which is capable of digesting a far greater amount of food in the alimentary tract than any other product. It gives immediate relief from indigestion, flatulence, anaemia, sick headache, impure blood and other ailments arising from imperfect assimilation of food.

"Cream of Malt" is put up in tins of two and a half pounds; the contents are pasteurized, and compliance is met with in its preparation with the pure food laws of both Canada and the United States.

DRUGGISTS SHOULD COOPERATE

Continued from page 19

information and suggestions, and is just as pleased to receive them from you.

The manufacturer's salesman, in his travels among stores, is a clearing house of ideas. Never let a salesman get away from you until you have found out (1) about his house and what he has to offer in the way of goods and service, and (2) what he knows in general that may be of assistance to you.

Your customers have one viewpoint that is worth everything to you—the buyer's. The average buyer shops in many stores and has definite ideas about merchandise, store service and similar matters.

Sale of Surplus Medical Stores

Lists are being distributed for the disposal of Government Surplus Stores, of Surgical Instruments, Appliances, etc., also some Medicines, Tablets, etc.

A copy of this list will be mailed on request.

The Purchasing Commission of Canada

Booth Building, Ottawa

DRUGGISTS SHOULD COOPERATE

Cooperation turns to advantage of druggists in many ways—Forms of cooperation—With other druggists; with your clerks; with competitors—Learning from customers.

EVER since the world began the keynote of progress has always been co-operation. Men discovered very early that "two pair hands are better than one," and that by combining their energies they could accomplish much bigger tasks.

When business became something more than simply bartering, they quickly observed that "two heads are better than one" in solving its problems.

Business has grown big and efficient through the virtue of this idea of co-operation. Huge organizations are made up of experts in charge of the different parts of the business. It is the combined wisdom of these men that enables the organization to operate.

No one man—not even the head—pretends to know everything about the business. He depends upon those that work for and with him.

Some of the most prominent men our country has ever produced have said that they owed their success to the fact that they learned how to find out and use "what the other fellow knew."

Right now, and every day, you can co-operate to make your own business sounder and more profitable.

Your fellow merchants in the town or neighborhood where you are located can help you, and you can help them. You can co-operate with your own clerks; with manufacturers and their salesmen; with the customers that trade at your store.

All these hold something of great value to you—something you can turn into actual practice—if you only avail yourself of it.

Co-operation Must Come Through Human Contact

Any problem is easier solved when analyzed by two or more heads, because this affords two or more viewpoints.

A prominent judge once had on his desk a peculiarly designed ink well. The front was highly decorative, while the back was simple and plain. He used to call attention of the opposing parties in a law suit to this ink well, saying that it was just like the question they were debating. One side saw it from one viewpoint and the other side saw it from another. But in his position as a judge, he had to see it from both viewpoints.

Business problems are exactly similar. They always have two sides. They are practical problems and you cannot solve them by theory. For instance, one man, looking at certain facts, will say that business is going to be good. Another man looks at another set of facts and says business is going to be slow. Both may be right to a certain degree. It is so with all problems.

If you are wise you put yourself in the position of the judge and listen to the arguments on all sides. Then you are in a better position to form your own opinion and plan accordingly.

Co-operate With Your Clerks

Your co-operation should begin at home—inside your own store. There are scores of ways in which you can help your clerks—training them in a knowledge of your stocks,

explaining to them your policy and why you have adopted it, teaching them the principles of successful salesmanship.

The proprietor who sets about it to make "future merchants" out of his clerks usually can get the pick of the ambitious young men of the community who are serious in the intentions of making good.

For your part, you can learn much from your clerks. Perhaps, more than you, they come in direct contact with customers. They know intimately the causes of complaints, and the preferences and habits of customers. Get them to analyze your business for you, and welcome their suggestions for improvements.

Co-operate With Your Competitors

True, your competitor is your business rival. There are many things which you could not discreetly tell him. But he is not your enemy. You and he have much in common. You can aid each other, and protect each other.

Merchants' associations can do a great deal to stimulate business in the entire community. Through such associations you can do your best work in boosting the town.

In an Iowa city a few weeks ago all the merchants by agreement declared a sale week. It was selling carnival for the whole town and scores of shoppers flocked in.

In many communities merchants exchange credit data to protect themselves from bad debts. Every buyer is rated as "good pay," "slow pay" or "bad pay." The dead beat has no chance to travel from store to store, running up talks with many business men, sees how this merchant and debts.

We came across one town in our investigations where the merchants all made their charity donations through a committee. All solicitors for contributions were referred to this committee. This was a great relief, it is needless to say, to the individual merchants.

General business conditions, accounting methods, ways for cutting out useless expense, methods for simplifying deliveries, principles of advertising, and a hundred and one other subjects are matters that merchants may discuss among themselves to the advantage of all. An exchange of ideas is wonderfully enlightening.

Each merchant is sure to have had a little different experience from the others, therefore he will have a different viewpoint. It is the combination of viewpoints that makes wisdom. By getting together, merchants can compare notes; they can discard ideas they find to be worthless and adopt those they find good.

The shrewd merchant will even go outside his own line and compare notes with merchants in other lines; for he knows that the broader his knowledge the better is he fitted to form judgments relating to his own business.

Co-operate With Manufacturers and Their Salesmen

The manufacturer who sells goods to you is constantly studying business in its widest aspects. He is eager to help you, as a customer, to succeed; for your success is his success. He has every reason to pass along to you helpful

(Continued on page 22)

Confectionery

GETTING THE CHRISTMAS CANDY TRADE

How an Ontario drug store featured last Christmas' candy stock--Decorated store, showcase and window.

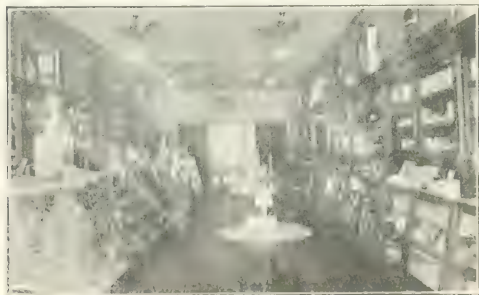
THE merry spirit of Christmas was featured in Gregory & Jury's drug store at 26 Wellington Street, Stratford, Ont., during last year's holiday season by special displays in window and showcase of their candy lines. In fact chocolates and stationery are prominent lines in this firm's store at all times.

As may be judged by accompanying illustration the store was trimmed with holly wreaths and poinsettia flowers, and the candy case was decorated with little daubs of cotton batting to represent a snow-storm.

But it is of the window that a special feature was made, the details of the display being excellent. Santa Claus and his presents, traditionally typical of the holiday season, furnished the theme of the decorations. The jolly old saint had just halted his sleigh in front of a country home-stead and, as his load of presents for that house is visibly heavy, he has unharnessed his reindeer so they may rest while he is within. As is proper, the ground was deeply covered with snow, and the dry, dead leaves drifting down from the sky revealed that only a slight breeze is blowing on this clear frosty night.

A True Christmas Scene

The background of the window represented a wintry country landscape. In its center was a farmhouse with light wreaths of smoke drifting from the chimney. Snow laden trees ranged the distance. The floor of the window



Interior of Gregory & Jury's drug store at Stratford showing snow storm effect on showcase.

was deep with cotton to represent snow. At the left rear stood Santa Claus. The dear old gentleman looked as hale and hearty as ever, and indeed his face was glowing red in bright contrast to his long, snow-white beard. His garments were warm, fur trimmed and red. His legs were encased in red knee breeches and rubber boots, and his head was concealed in a comfortable red cap. Gloves covered his hands, which still held the reins of the reindeer he had just unharnessed.

The properties used to make this life-size Santa Claus were simple. The clothes were, of course, specially made, but the white fur trimmings are merely cotton. His body was a bust supported by a frame-work, and as no hiatus was left between the bottom of his coat and the boots the effect was lifelike. His face was a mask cunningly retouched to give the proper expression. Sparkling powder was sprinkled all over the saint to represent particles of snow and ice.

In the center of the window stood the sleigh heavily loaded down with packages of candy boxes in their neat white paper wrappings. Then there were Christmas cards and small signs which bear some message to the spectator. The top of the window was ornamented with hanging red paper Christmas bells. There were a number of well-worded show cards and signs, all white lettered on red ground. Here are some of them.

"Sweet things from the candy man. Leave your order for Xmas now."

"Merry Xmas to all. Our prices are purse pleasing."

"Santa Claus promises a gift with every purchase of candy for Christmas week."

"Your sweetheart wants a box of sweets."

"A wife pleaser—our candy."

"Take the little ones at home some candy. They love it."

Sugar gradually found its way into the New World from India, while one of the first American products to be carried back to Europe and Asia was the cocoa bean, from which cocoa and chocolate are manufactured. Montezuma, the famous Aztec king, drank chocolate from a golden cup and had in reserve his own personal daily consumption, with considerably more for his household.

Spruce up the Candy Department

This is a good time of the year to spruce up your candy and confectionery department. This line takes on new life at this time and the dealer should make same effort to stimulate greater interest.

Probably the introduction of some new lines is needed. Your customers like a change in variety quite often and you must offer them something new occasionally in order to keep up their interest.

Don't, however, neglect any lines that are selling well. Just aim to make this department in your store just as appealing as possible.

Why not a Candy Day Often?

Many druggists found that the Candy Day recently put on was the means of considerably increasing their sales in this line. This was due to some extent to the fact that dealers played the line up more prominently than they otherwise would have done on that particular day. Well, why not have a Candy Day of your own once and awhile? Make a feature of the line in your window—probably have a special two to create interest. This will not only help your candy sales but will help business generally by attracting customers to the store.

CANDY DAY TO BE ANNUAL EVENT

A great stimulus was given to the candy trade by the successful organization of 'Candy Day' on Oct. 8th. Nearly eighty candy manufacturers participated, and all report heavy extra sales as a result of the effort.

"We had too little time to organize an elaborate advertising campaign," explained Mr. C. J. Bodley, Toronto, secretary of the Confectionery and Chocolate Industries of Canada.

"No newspaper or magazine advertising was attempted, but posters were liberally displayed in Toronto and Montreal, and over 80,000 streamers were mailed to dealers everywhere. We adopted for our slogan 'the sweetest day in the year,' and it proved a winner.

"The idea caught on at once with the public in spite of the fact that many consider another 'Day' for any purpose whatsoever would prove an expensive superfluity. We knew that Canada consumed more candy per capita than any other nation on earth, and the nation-wide success of 'Candy Day' demonstrated the fact once more.

"The result of the effort will be to stimulate the candy business all over Canada, and it will help to keep the country's seventy-five million dollars worth of plant and machinery fully employed. Nothing has been definitely decided yet, but it is extremely probable that 'Candy Day' will become an annual event."

SELLING CANDY TO MOTORISTS

Sales of candy should be easily increased among motorists by the use of such a letter as the following, mailed at the proper season, says Frank Farrington. He then quotes this letter as used by a druggist in one of the New York State towns, the letter being sent to women in the town who owned automobiles:

Dear Madam:

Every motor trip is made more pleasant by the addition of a box of candy, and you usually do take along some candy or stop and get some on the way.

Let us suggest that you swing around by our store the

next time you go out and get one of our dollar boxes. This is a box in which all the price goes into a pound of as good mixed chocolates as can be made. No frills on the box. You don't care for a fancy box in the car.

Delicious cream and nut centers in just the flavors every one likes.

And if you want anything in nut bars, popular-priced packets of mints or salted nuts or chewing gum, we have them all and will be glad to bring out an assortment.

Just ask to see our "Motor Tray" of candy. We have a tray of all the best packages from nickel packets up to our famous dollar box. We bring the tray out for your selection.

When going motoring, this gives you quick and complete service. You get what you want without delay.

Yours very truly,

The Markland Drug Company.

MARY ANNE CHOCOLATES

Why not stock this fast-selling line of chocolates?

5 WONDERFUL BOXES

Assorted Fruits

Assorted Cream Centres

Assorted Nuts

Assorted Hard Centres

Assorted Marshmallows

The Savoy Candy Co., Ltd.

TORONTO, ONT.

Now Ready—17th Edition—1920-21
Complete in 2 vols. 44 6 net. Postage 6d.

THE EXTRA PHARMACOPOEIA
By MARTINDALE & WESTCOTT

Full descriptive leaflets on application.

Vol. I, 27/- net, postage 6d. Vol. II, 17 6 net, postage 6d.
The two vols. together, 45/- net, postage free.

LONDON: H. K. LEWIS & CO. Limited, 136 Gower St., London, W.C.I. Eng.
Also of W. H. MARTINDALE, 10 New Broad Street, London, W.I. Eng.

News of the Drug Trade from Here and There

A contract for building the new warehouse at 524 Arthur street, Windsor, for the Eaton-Clark Co., importers and manufacturers of drugs, chemicals and dyes, has been awarded to the J. V. Gray Construction Co. The building is expected to be ready for occupying about the middle of December.

The Retail Merchants' Association of Canada celebrated their 25th birthday last month with a dinner and musical evening at Toronto while in addition several prominent officials of the association addressed the large company present.

Chas. Wilson, of Bathurst street, has opened a new drug store at Bloor street and Windermere Avenue, Toronto.

C. F. Nightingale, who recently purchased Chas. Wilson's drug business at 333 Bathurst street, Toronto, has sold that business to W. R. Dredge.

The head office of Louis K. Liggett Co., Ltd., has been removed from Ottawa to 68 Broadview Avenue, Toronto.

T. J. Dawson has purchased the drug business of the late John Hodgson at Brampton, Ont.

T. D. Orme has sold his drug store at Lucan, Ont., to H. S. Stanley.

E. W. Fields has opened a drug store at Niagara-on-the-Lake, Ont.

Removal of the liquor vending business from the drug stores of the province was urged upon Attorney-General G. E. Brownlee of Alberta by a delegation from the Alberta Pharmaceutical Association, in annual convention in Edmonton, last month.

Fire at Kirkland Lake, Ont., last month destroyed Rolston's drug store, the pioneer store of the camp.

J. H. Pountney has opened a branch drug store at Toronto in the Runnymede district.

T. J. Watson has sold his drug business at Stayner, Ont., to Clarence Cauthers.

J. McMillan has bought the Beasley drug store business in North Toronto.

The Standard Drug Co. of London, Ont., has opened a branch store at Woodstock.

Bicotte & Co., have registered their drug business at Arthabaska, Que.

B. J. Connolly has purchased the Campbell drug business at Hepworth, Ont.

SPEEDING UP COLLECTIONS

A dealer in Western Ontario needed money to meet some of his bills, and turned to his accounts with a view of making enough collections to help him out. He picked out names of customers who had not paid in full for some time. They were all good; most of them owned their own homes, but they were slow in meeting their bills.

The dealer was in the habit of sending a young employee to collect when he was not busy in the store, so just before sending the collector out this time he mailed a personal letter to each of the people from whom he wished particularly to collect, saying that the dealer had in his employ a young man, and in order to help him along allowed him to collect now and then.

The dealer said that the young man was not much

good as a collector, and that in order to encourage him a few easy accounts had been slipped in among the others. Of course, it was pointed out that the recipients of the letter was one of the "easy collections," and this appealed to him so much that when the young man called, in nine cases out of ten the money was paid.

Thus the dealer was helped and the slow-paying people, who were at the same time perfectly good, paid up their accounts.

ADVICE FOR DRUGGISTS

Attention, Druggists

Do not sign for goods without checking them carefully with driver. Your signature on driver's receipt is your acknowledgement of correct receipt of merchandise billed you.

Check. Weigh. Gauge.
See That You Get What You Buy.

* * *

Important

Would you accept money without counting it carefully. Your receipt for goods delivered is just as valuable to you.

Do not sign for goods without a careful check of the merchandise you are signing for.

No goods will be delivered without your receipt.

Your signed receipt should be just as good as your signed cheque.

Please Make It So.

* * *

Turnover

Ever see an efficient retailer that did not make money?

Collect.

Pay promptly.

Only take proper discount and within the discount period.

Turn stock often, and then some.

You don't make profit until goods are sold.

Care for your stock; it's money; sell it; don't let it spoil.

* * *

Insurance

Are you carrying the same amount of insurance you did in 1914?

If no more, it isn't enough.

Get more on stock, fixtures and buildings.

Present high values make more insurance imperative.

Check your insurance on stock, fixtures, equipment and buildings, against replacement values.

ONE OF TIM HAGERTY'S

Customer—"What have you in cameras to-day?"

Smart Clerk—"Lenses."

Rush Orders for Christmas Promptly Filled

Wire them—telephone them,—we'll get them to you on the first train out of Montreal after receiving your message.

We have made up ample stocks in anticipation of an unusually heavy holiday demand for



Waterman's Ideal Fountain Pen

All styles—all sizes—all points—await your orders, with an efficient crew to handle them.

If you find your supply running low—or have demands for particular styles not in stock—don't hesitate to to wire us, and mark it "RUSH."

We are here to give our **our** customers the same satisfactory, efficient service, that **Waterman's Ideal Fountain Pens** give **your** customers.

"Rush" us.

W. L. Waterman Company, Limited.

179 St. James St., Montreal



PHOTOGRAPHIC Supplies

BREAKING INTO THE CAMERA AND PHOTOCRAPHIC SUPPLY BUSINESS

How a small town druggist started a paying department An advertisement gave him his cue—Working up a department into paying proposition.

FRED Borth, a druggist in one of the smaller towns of Missouri tells in the Bulletin of Pharmacy how he began to sell photographic supplies. It all came through reading an ad. Following this he invested a hundred dollars in stock with one of the bigger companies, and was appointed by that company as its agent in that town.

"I shall never forget," writes Mr. Borth in telling the story, "when that first order came in—a hundred dollars worth of merchandise you could have placed on one arm, and a bunch of greenhorns to tackle the selling of it! For, as it happened, not one of us had ever so much as put a roll of films in a camera.

"Of course, the first step to take in the selling of an

article is to learn that article. So we commenced to read, study and experiment; and after spoiling many films and profiting by our experiences, we became enthusiastic amateurs.

Now Ready For Action.

"Then we started in earnest. Our weekly space in both the local newspapers, and a big window display at the same time, resulted in the initial sale—a two-dollar Buster Brown. We tackled all our friends, to interest them in our new line, and discovered to our surprise that there were more cameras in use than we ever dreamed of. But the fact only made us the more determined to increase our sales, and the personal appeals bore a little fruit.

"In these personal talks we discovered another thing. The majority of the people were sending their work away to a certain company for developing and finishing; so we got busy with this company, and as a result we now receive a commission of twenty-five per cent on all work we can send that way. We gladly pack all films brought us, pay the postage on them and remit for them, thus saving our customers quite a little time and trouble. This feature we advertise to the limit, for it gives us a chance to sell more films, as well as make a profit on the finished work with practically no expense to us.

"We are located on a beautiful river, of which we are all justly proud. It so happened that the year before we put in the camera line I had made a trip downward from the headwaters of this stream, two hundred miles, and that one of the party had taken some seventy odd views along the way. With these pictures, and some others that were still more recent, we prepared a display that for attracting attention beat anything we had ever placed in the window.

Good Window Material

If you want to see them crowd around and get their eyes full, just put the photographs in the window! They can't help but see your advertising cards: "Everyone a Bull's Eye," "You Can Take Just as Good Pictures as These," "Let's Show You," etc., etc.

Take any important event—local, of course—something your customers will be interested in, and feature it with

Christmas Shopping

Is Made Easy At **BRANDON'S**

This year our stock comprises a large and varied assortment of useful articles at prices that will appeal to the most economic buyer.

Christmas Cards and Seals

FRENCH IVORY
High quality, elegant designs, in various colors. Also, a large stock of Christmas cards and seals, in all the latest styles. Prices from 10c to 50c.

Waterman's Ideal Fountain Pen
The most popular pen in the world. Available in all colors. Price, \$2.00.

Nelson's Chocolates

These are without a doubt the most delicious and popular of all chocolates. Available in all colors. Price, \$2.00.

Leather Goods

Ladies Stylish Purses and Hand Bags from \$2.00 to \$7.50. Tight Wads, Wallets, Music Rolls, Collar Cases, at right prices.

Fancy Perfumes Toilet Waters, etc.

For an elegant and refined touch, use the latest and most popular perfumes and toilet waters. Available in all colors. Price, \$2.00.



KODAKS

BRANDON'S

KODAK'S are the most popular of all cameras. Available in all colors. Price, \$2.00.

This year we druggist advertised his kodaks as a gift to his customers last year.

RELIABLE BRITISH PHOTOGRAPHIC GOODS

Illingworth's

PHOTOGRAPHIC PAPERS

Bromide, Bromide de Luxe, Slogas (Gaslight) Euitone (Self-toning) and P.O.P. Post Cards in all grades. Thomas Illingworth & Co., Limited, London. Illingworth's are the Paper People.

AGENTS FOR CANADA, THE

National Drug and Chemical Company of Canada, Limited
34 St. Gabriel Street, Montreal

The Watkins Snipe Meter New 1/6

Tells at a glance if light will do for snaps, with full opening of average Cameras and Kodaks.



Distinct in purpose from Bee and Snapshot Meters. With card of instructions.

JUST THAT—NOTHING MORE. NO FIGURES

From all Dealers or

WATKINS METER CO., Hereford, England

pictures in the window, together with a camera display. Why, the morning the home company of soldier boys entrained for the cantonment we grabbed a camera and started a little "shooting scrape" of our own and placed the views in the window together with a display.

The boys commenced sending pictures home. These were framed, placed in the window, and drew the crowds, and the signs this time read: "Send Him a Camera," "Pictures Tell the Story Better Than Words," etc.

Last winter was the hardest one in thirty years here, so the old-timers say. The river froze over, a "sight" for people under forty years of age, and the snow shoveled from the walks in the business part of the town made a perfect line of trenches and embankments. Our camera was on the job, and post-card views went into the window. We sold post cards, and we sold cameras.

And we don't forget the movies; that form of advertising often proves valuable. We have made use of road signs too.

A Prize Contest

Still another way is to offer prizes for the best picture taken within a given period of time. We try to get our people to use any machine they prefer, the only requirement being that they shall use our films. We had some little slips printed and placed them around each roll of films sold, the phraseology being: "Why not take the best picture you get from this roll of films and enter it in our prize contest? It costs you nothing and you may win a prize."

The Premier Self-toning Paper

TINTONA

A heavy weight tinted base paper coated with the world famous Seltone emulsion in four tints: Cream, Blue, Green and Grey.

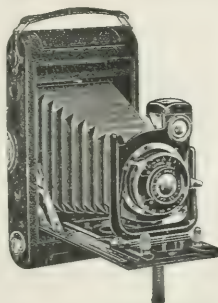
Seltone LITO

Collodian SELF TONING PAPER

In five grades: matte smooth, cream smooth, antique white, antique cream and glossy. Paper, Postcards and Boards in all grades.

Roman Wall House
1 Crutched Friars
LONDON, E.C. 3

The LITO Photo Materials Company, (1905 Ltd.)



BUTCHER'S FAMOUS CAMERAS

Every photographic dealer should have our catalogue.

HAVE YOU ONE?

W. Butcher & Sons, Ltd.

Camera House, Farringdon Avenue
LONDON

THE BRITISH JOURNAL Photographic Almanac The Great Book of Photographic Information

The 1922 edition (sixty-first year of publication) will be ready in December next.

It is the most complete guide to the latest processes and goods on the photographic market. The 1921 volume contained 840 pages.

Paper covers and cloth binding at 2/- and 3/- each.

Place an order with your London Export House now, as the edition—30,000—is booked before publication.

We do not "knock" other makes, but we do tell them that our line won highest awards at the San Francisco Fair, and that the films we sell fit any size or make of camera.

Recapitulating, we first put in a good line—there are several—and then we studied the game. The latter is important. We made arrangements with an outside concern to do printing and developing for us. We learned to take pictures—good ones—and we make use of our ability in an advertising way. We advertise: and most and best of all, we *talk* cameras.

Window displays have helped, of course, and so have prize contests.

Cameras won't sell themselves. We don't ask them to. Nothing sells itself any more. Perhaps it used to, but it won't now. The man who stocks cameras on the same basis that he does breast-pumps will get left.

SOME TIMELY ADVERTISING HELPS

Interesting the reader—Novel advertising lease form—Township map advertisements—Timely ads. pay.

WITH rents of all kinds—on houses, flats, and even farms—increasing the lease is a live topic these days. Instead of sending out the ordinary advertising, circulars have them printed so they will look like a lease when folded. Almost anybody will look a second time when they open an envelope and take out:

LEASE
ON
ECONOMY and
QUALITY
to
Jacob Grant
from
Baxter's Store

Inside the circular you can quote prices, or give some reasons why buying from you is profitable.—Southern Furniture Journal.

THE USE OF LEADERS.

Does it pay to use leaders in advertising? Any store can use them, and if the sales are limited to one day, three days or one week the loss of profits from their use is far less than one who has never tried it would think. If six

There is no money in advertising leaders just to draw the professional shopper class of women who pick off leaders, ask the price of each and every article and use up a dollar's worth of time in order to save themselves a few cents on buying different articles.

TOWNSHIP MAP ADVERTISEMENTS

A real useful form for an advertisement embodying a lot of type matters is to have it printed on the back of a sheet showing a map of the town, township, borough or county. Sheets so printed can be obtained in most cases by writing to the atlas firms making your county atlas. This idea is especially recommended for the new store locating in the smaller cities or villages, where the average citizen has not seen such a map. The appreciation of such an advertisement will bring trade to the store.

DRUG STORE ADVERTISING.

The Carey Printing Co., of New York, have sent us a copy of a "book that is different." It is Bert Kahnweiler's latest "Common Sense Drug Store Advertising." Mr. Kahnweiler's book has been written after 22 year's experience in drug stores and department stores. The author has travelled extensively from coast to coast, and has seen the works of a great many successful drug stores.

Small Signs
CANADA'S FAVORITE DRUG STORES

**Eyes Examined
AND—
Glasses Fitted**

HOURS—9 till 5

GLASSES FOR REPAIR
MAY BE LEFT AT ANY TIME

MacHaffie's Drug Store

WE ARE HERE TO SERVE YOU

James' Drug Store

BRENNAN'S CORNER

Now is the Time to Get That Camera
You've Been Wanting to Get.

The Anseo Cameras

Write for a copy of the new Anseo Camera Catalogue, showing the latest in camera construction, and the latest in camera accessories. The Anseo Camera is the most complete camera ever made. It is the only camera that can be used for all purposes. It is the only camera that can be used for all purposes. It is the only camera that can be used for all purposes.

JAMES' DRUG STORE,
Brennan's Corner
Prince St.

**NOW FOR THE
PICKLING SEASON**

A special feature of the new Pickling Season is the new Pickling Season. It is the only Pickling Season that can be used for all purposes. It is the only Pickling Season that can be used for all purposes. It is the only Pickling Season that can be used for all purposes.

MEDICAL HALL Co., Limited
Corner Pitt and First Streets, Cornwall.

How several Cornwall, Ont., druggists recently used advertising space in their local paper to attract sales of seasonal lines.

articles are used, and they are all well-known ones, and it is valueless to use anything not well known, the average store will sell an extra case or two of each. If something else which pays a good profit is advertised with them at the same time, a portion of the loss will be offset. If a selling effort is made on three or four articles which pays a profit of 30 per cent. on the selling price, the loss may be turned into a profit. The purpose of advertising leaders is to stir up and secure new trade. In some communities it works well; in others, not so well. Quoting attractive prices creates a favorable impression anywhere, but unless it means the securing of a class of trade which can be developed into something worth while, the same amount of money and effort can be used better in other ways.

The book has some sixty pages of pointed, meaty matter, with sample advertising; is neatly gotten up. It may be had from the publishers at Tenth avenue and 36th street, New York City.

W. F. Bowen, advertising manager for several years past with the Palmolive Soap Co., Ltd., Toronto, has been compelled to resign owing to ill health. His place is being taken, temporarily, by his assistant, H. C. Perry.

He was praising the politeness of the French. "Politeness is a good deal like a rubber tire," he said. "Nothing in it but wind, yet it eases you over the jolts wonderfully."

Current Prices on Drugs and Chemicals

The prices presented here represent average Toronto prices for the usual quantities purchased by retail dealers. Owing to the unsettled conditions these quotations are liable to change.

Acetanilid, lb.	\$.70	Aluminium, Acetotartrate, oz.	\$0.25	Ashes, pearl, lb.	\$.60	Boroglycerine, oz.	\$0.15
Acetone, pure, lb.95	Bromide, oz.50	Pot., lb.15	Bromine, oz.20
Acid, Acetic, B.P., lb.22	Chloride, pure, oz.15	Asphaltum, lb.10	C.P., lb.60
Acetic, 99 1/2 p.c., lb.65	Metal, oz.25	Atropia, pure, 15 gr. bots.	2.00	Chloride, oz.50
Arsenious (Arsenic), lb.20	N.-rate, pure, oz.15	Sulphate, 1/2 oz. bots.20	Brompin, 1/4 lb., lb.	4.30
Arsenious (pure), oz.10	Sulphate, pure, oz.15	per oz.	17.00	Tablets, box of 25 each65
Arsenious (red lump), oz.05	Alumol, oz.75	Ralsam, Canada, lb.	1.60	Bromoform, oz.25
Benzoic, from Gum, oz.	1.10	Allypin, 15 gr. bot. each.25	Copaiba, Amer. lb.9	Bromural, oz.	3.15
Benzoic, from Tolual, oz.20	Amidol, oz.	1.00	Copaiba, English, lb.9	B roomtops, lb.50
Boric Crystals, lb.26	Ammonal, oz.	1.65	Peru, oz.25	Cadmium, oz.50
Boric acid, pulv., lb.26	Ammonal, tablets, oz.	1.65	Tolu, oz.15	Bromide, oz.25
Butyric, oz.50	Ammonium Acetate, oz.15	Chloride, oz.30	Nitrate, oz.25
Cacodylic, 5 gr. bot. ea.30	Benzoate, oz.35	Iodide, oz.55	Sulphate, oz.30
Camphoric, oz.90	Bichromate, oz.20	Nitrate, oz.25	Sulphide, oz.50
Carbolic, 1 lb. bots.50	Borate, oz.20	Sulphate, oz.30	Caffeine, oz.60
Carbolic, 5 lb. tins, lb.45	Bicarbonate, oz.15	Cherry, black, lb.30	Benzonate, oz.	2.10
Carbolic, 10 lb. tins, lb.42	Bromide, lb.55	Cottone, lb.20	Citric, oz.55
Carbolic, crude, com'l., gal.85	Carbonate, lb.20	Cundurango, lb.60	Nitrate, oz.25
Chromic, pure Cryst. oz.25	Carbonate C.P., Howard's, lb.	1.00	Elm, lb.90	Sulphate, oz.30
Crysothanic, oz.40	Carbonate C.P., Merck's, lb.60	Hemlock, lb.15	Sulphide, oz.50
Cinnamic, oz.40	Carbonate, powd. lb.21	Mezereon, lb.50	Caffeine, oz.60
Citric, lb.85	Fluoride, oz.25	Peruvian, Red, lb.95	Benzonate, oz.	2.10
Crysothanic, oz.40	Glycerophosphate, oz.50	Peruvian, yellow, lb.95	Citric, oz.55
Fluoric, 1 lb. bots. each	1.50	Hypophosphite, oz.30	Pomegranate, lb.55	Acetate, oz.15
Fluoric, 1/2 lb. bots. each88	Iodide, oz.55	Poultar, lb.30	Bromide, oz.25
Fluoric, 1/4 lb. bots. each56	Liquor, fort. lb.18	Sassafras, lb.75	Carbide, lb.15
Fluoric, oz.40	Molybdate, oz.60	Soap, lb.40	Carbonate, pure25
Gallic, oz.15	Muriate, lump, lb.25	Tamarac, lb.35	Carbonate, Precip. lb.10
Glycerine, phosphoric, oz.65	Gran.13	Wahoo, lb.65	Chloride, com'l., lb.08
Hydriodic, oz.45	Nitrate, com'l., lb.35	Witch Hazel, lb.15	Chloride, pure, lb.	1.00
Hydrobromic, lb.55	Nitrate, C.P., oz.15	White Pine, lb.18	Glycerophosphate, oz.80
Hypophosphorus, 10 p.c., oz.15	Oxalate, oz.20	Bismuth, Acetate, oz.30	Hypopos, oz.15
Lactic, concentrated, oz.15	Per sulphate, oz.25	Bromide, oz.20	Hypophosphite, oz.15
Mallic, oz.	1.20	Phosphate, pure, oz.15	Carbonate, pure, lb.60	Iodide, oz.65
Meconic, oz.	4.25	Salicylate, oz.30	Chlorate, oz.20	Lactate, oz.20
Methylid, pure, oz.40	Succinate, oz.70	Chloride, com'l., lb.25	Lactophosphate, oz.35
Monochlor, acetic, oz.45	Sulphate, com'l., lb.10	Chloride, pure, lb.25	Nitrate, oz.25
Muriatic, com'l., lb.08	Sulphate, pure, oz.10	Metal, 2 c.c. tubes, each	7.00	Oxalate, pure, lb.15
Muriatic, C.P., lb.47	Sulphide, pure, cryst. oz.90	Nitrate, oz.20	Peroxide, oz.30
Nitric, com'l., lb.14	Sulphide, oz.30	Oxide, Hydrate, com'l., oz.10	Phos. Precip. lb.25
Oleic, pure, oz.45	Sulphocyanide, oz.20	per pure, oz.15	Phosphide, oz.90
Osmic, 1 gramme to oz.	5.10	Tartrate, neutral, oz.20	Peroxide, com'l., lb.	1.00	Salicylate, oz.45
Oxalic, lb.35	Valerianate, oz.75	Phosphate, oz.20	Salicylate, Precip. lb.70
Oxalic, pulv., lb.40	Amyl. Acetate, Oxide, oz.15	Phosphate, oz.20	Sulphide, oz.10
Perchloric, oz.25	Butyrate, oz.35	Sulph. Precip. oz.10	Sulphite, oz.15
Phosphoric, concent, 1500 lb.75	Formate, oz.25	Sulph. Precip. oz.10	Sulphonate, lb.	1.45
Phosphoric, dil., lb.30	Nitrate, oz.70	Beans, Calabar, oz.15	Campher in bulk, lb.	1.45
Phosphoric, glacial, oz.25	Nitric, oz.50	Tonquin, oz.25	1/2 oz. blocks, lb.	1.55
Phosphoric, syrupy, 1750, lb.53	Valerianic, oz.70	Vanilla, Mexican, oz.60	1/2 oz. blocks, lb.	1.85
Proliferous, lb.15	Anaesthesin, 25 grm. pkgs. each	3.85	Vanilla, Bourbon, oz.40	Powdered, lb.	1.95
Prussic, g.s., bots. dos	1.35	Amylene, Hydrate, oz.85	Berberine, Muriate, oz.	4.00	Monobromide, oz.30
Prussic, Merck's, oz.40	Anethol, oz.65	Berberine, Sulph. oz.	4.00	Cannabine Tannate, 15-gr. tubes, each60
Salicylic, lb.55	Aniline, pure, oz.15	Benzole, lb.20	Cantharides, whole, Chinese lb.	2.96
Salicylic, natural, oz.	1.60	Anisole, oz.80	Benzoin, lb.	2.45	Powder, Chinese, lb.	3.20
Succinic, oz.	2.00	Antikamnia, lb.	2.00	Benzonal, oz.	1.80	Whole Russian, lb.	6.50
Sulphanilic, oz.	2.50	Vest pocket, box, doz.	3.35	Benzyl Chloride, com. oz.50	Powdered, Russian, lb.	6.50
Sulph. Aromat, lb.	1.10	Antimony, metal, oz.10	Berries, Buckthorn, lb.	1.00	Canthardin, 5 gr. tube, each	2.25
Sulphacarbolic, oz.35	Pulv., pure, oz.10	Coculus, Indicus, lb.75	Carbon, Bisulph. lb.35
Sulph. com'l., lb.08	Arsenate, oz.30	Cubebs, lb.	2.25	Tetrachloride, lb.35
Sulph. C.P., lb.47	Chloride, oz.45	French, lb.20	Castoreum, oz.65
Sulphurous, lb.20	Liver (crocus), lb.70	Juniper, lb.15	Celoidin, oz.	1.50
Stearic, lb.60	Oxide, White (Acid Antimonic) oz.75	Laurel, lb.20	Cerium, nitrate, oz.35
Tannic, lb.	1.70	Tart. Pulv., (Tartar Emetic), lb.90	Prickly Ash, lb.30	Oxalate, oz.20
Tartaric, crys. lb.50	Antiesin, oz.	2.25	Poke, lb.65	Chalk, French, lump, lb.40
Tartaric, pulv., lb.50	Antipyrine, Salicylate, oz.	1.50	Saw Palmetto, lb.40	French, powd., lb.05
Trichloroacetic, oz.45	Antitoxic, Neuralgic, oz.	1.30	Bismuth, Ammon. Citrate, lb.70	Chinote, lb.85
Uric, oz.	1.50	Apio, green, oz.65	Benzonate, oz.85	Chloralamid, oz.85
Valerianic, oz.	1.70	Apocoeidine, Hydrochlor, 1 gr. bots. each25	Betanaphthol, oz.40	Chloral Hydrate, lb.	1.50
Aconitine, pure amorph, gr.20	Argemone, oz.95	Carb. lb.	3.20	Chloroform, D. & F. blue label, lb.	2.10
Adops Lanae, hydrous, lb.45	Argyrol, oz.	2.45	Citrate, oz.40	D. & F. pure, lb.	3.60
Ailrol, oz.75	Aristol, (substitute), oz.	2.25	Iodide, lb.65	D. & F. Methyl, lb.	2.10
Albumen, from egg, oz.85	Arrowroot, Bermuda, lb.	1.20	Liquor, lb.65	Commercial, lb.	1.20
Albumen, from blood, oz.10	St. Vincent, lb.35	Metal, oz.35	Camphor, lb.	1.20
Alcohol, gallon	19.75	Arsenic, metal, oz.30	Nitrate, Crystals, oz.30	Chlorophyl, for spirits, oz.	1.20
Alcohol, 95 p.c., lb.	4.63	Bromide, oz.50	Oxalate, oz.40	for oils, oz.65
Amyllic, C.P., lb.	3.00	Chloride, oz.50	Oxide, lb.50	Chlorophyl, for water, oz.75
Columbian, sp. gal.	8.50	Iodide, oz.75	Oxychloride, oz.35	Chromium, Acetate, oz.25
Methylated, gal.	1.60	Sulphide, Red (Resgar), lb.45	Oxychloride, oz.40	Carbonate, oz.65
Wood, gal.	1.60	Aseptol, oz.85	Phosphate, oz.45	Chloride, com'l., lb.20
Aldehyde, oz.10			Salicylate, oz.35	Chloride, com'l., lb.20
Alkannin, oz.	1.50			Subsalicylate, oz.25	Nitrate, oz.20
Almonds, bitter, lb.80			Sulphide, oz.60	Oxide, oz.20
Alon, oz.25			Subnitrate, lb.	3.30	Powdered, lb.20
Alum, lb.09			Tribromphenol, (Xeroforn), lb.75	Sulphate, oz.20
Chrome, lb.50			Valerianate, oz.45	Cinnam. Muriate, lb.	1.50
Pulv., lb.10			Bole, Armenia, lb.25	Cinnam. Muriate, lb.95
Aluminium, coarse powder, oz.30			Borax, C.P. Cryst. lb.30	Sulphate, lb.	1.10
Acetate, oz.15			C.P., pulv., lb.90	Sulphate, lb.	2.10
				Cryolite, lb.15	Sulphate, lb.	2.10
				Pulv., lb.15	Sulphate, lb.	2.10
				Glass, lb.40	Sulphate, lb.	2.10

GOODS ALWAYS IN DEMAND

All British Manufacture Are You Stocked?

TRY IT IN YOUR BATH SCRUBB'S Cloudy AMMONIA

MARVELLOUS PREPARATION

Invaluable for Toilet and Domestic Purposes.

Sole Agents for Canada: Harold F. Ritchie and Co., Ltd., 10 McCaul St., Toronto



SHADEINE FOR COLORING GREY HAIR

This popular article is largely advertised and stocked by all Wholesale Houses
Lyman Bros. Co., Ltd., 71 Front St. E., Toronto
Parke & Parke, Ltd., Hamilton, Ontario
The Shadeine Co., 58 Westbourne Grove,
London, W., England

BLAIR'S Gout and Rheumatic Pills.

Gout, Sciatica, Lumbago. The Safe and Effective Remedy for over 100 years
40c. and \$1.00 per box. Of Drug Stores, and 229 Strand, London, England

Clarke's Blood Mixture

'Everybody's Blood Purifier.'

In Greater Demand than Ever

BECAUSE of its great merit in the treatment of Bad Legs, Abscesses, Ulcers, Glandular Swellings, Piles, Eczema, Boils, Pimples, Sores and Eruptions, and BECAUSE it is regularly advertised in Canada, Clarke's Blood Mixture, the famous Blood Purifier, is to-day in greater demand than ever. Over 50 years success.

Stocked by all principal wholesalers

ATKINSON & BARKER'S INFANTS' PRESERVATIVE

The Mother's Best Friend for over a Century.

R. BARKER & SON, Ltd., Wesley St., Croydon, Manchester, Eng.



TRADE MARK Registered
Established 1847

THE LION LEADS NO LANCING OR CUTTING WITH Burgess' Lion Ointment

A CONTINUOUS RECORD OF SUCCESS

Stocked by the leading Wholesale Houses

Retail Druggists often want to know where to purchase your Trade Mark Specialty. It costs \$3.00 per month to tell them in this page for a year. ASK US FOR PARTICULARS

STOUT PEOPLE DEMAND ANTIPON

The World's Most Popular Remedy for Obesity
Should be stocked by all up-to-date druggists and stores. From all the leading wholesale houses, including The National Drug & Chemical Co., of Canada. The T. Eaton Co., Limited, Lyman Bros. & Co., Limited, and Sharland & Co., Eldon Street, London, England

Antipon

PHOSFERINE

The Greatest of all Tonics
A Proven Remedy for

Influenza Maternity Weakness Lassitude Sciatica Neuralgia Loss of Appetite
Indigestion Mental Exhaustion Anaemia Nerve Shock Malaria Febrile
Sleeplessness Premature Decay Neuritis Headache Exhaustion Nervous Debility

Sold by leading druggists everywhere in two sizes, in liquid and tablet form.

Sales Agents for Canada: Harold F. Ritchie & Co., Limited
10 McCaul St., Toronto, Ontario
Proprietors: Ashton & Parsons, Limited, London, England

Purely Vegetable. In use over 90 years

MORISON'S PILLS

For Biliousness
Constipation
Headache and
Liver Complaints

19 Percy Circus, Kings Cross, LONDON, ENGLAND

DR. STEDMAN'S TEETHING POWDERS



Safest and Best for Children

Stocked by all the leading Wholesale Houses.

Depot: 125 New North Road, London, Eng.

FENNINGS' FEVER MIXTURE

as used throughout Great Britain and
Colonies for over fifty years

Wholesale Agents—SNIDER & BOSSONS, WINNIPEG

"SPUN" USED THE WORLD OVER

Ointments

If you are users of ointments on a large scale, send me your enquiries, and let me quote. It will pay you.

Sole Manufacturer of "SPUN" Ointments

Robert Blackie, Shen Work's Tower Bridge Rd., London, Eng.

For
Infants,
Invalids,



Convalescent
and
The Aged

THE BRITISH MEDICAL ASSOCIATION

"Benger's Food has, by its excellence, established a reputation"

Ombridge's
Lung Tonic

FOR
COUGHS
FOR
COLDS

Lithia Chloride, oz.	2.50	Nitrate, oz.	2.50	Artificial, oz.	.15	Glycerophosphate, oz.	.30
Chlorate, oz.	.30	Chlorate, oz.	.15	Wormseed, oz.	.50	Hypocyanite, oz.	.50
Iodide, oz.	.60	Salt, lb.	.30	Wormwood, oz.	2.50	Hypophosphite, oz.	.15
Nitrate, oz.	.25	Sweet, oz.	.10	Oil Cakes, ground, lb.	.06	Iodide, lb.	4.40
Sulphate, oz.	.45	Sulphate, oz.	.10	Onion Seeds, Balladonna, oz.	.35	Metabisulphate, oz.	.15
Tartrate, oz.	.35	Nosoban, oz.	2.50	Blue, lb.	1.30	Nitrate, lb.	.25
Lithium Granular, lb.	2.00	New Vomica, powder, lb.	.45	Boric Acid, lb.	.75	C. P. lb.	1.00
Cubes, lb.	2.85	Nyander's Reagent, lb.	1.00	Canthar, lb.	1.10	Oxalate, Neutral, lb.	1.80
Sulphate, oz.	2.25	Old Amber, crude, lb.	1.25	Carbolic, lb.	.50	Perchlorate, oz.	.50
Luminal, oz.	9.60	Rectified, lb.	1.25	Gallae, lb.	1.10	Permanganate, lb.	.75
Lupulin, oz.	.65	Ammonia, pure, oz.	1.50	Co. lb.	2.00	Phosphate, C.P. oz.	.30
Lycopodium, lb.	6.00	Persic, oz.	1.25	Hyd. Ammon, Chlor, lb.	1.15	Prussiate, Red Cryst., lb.	.55
Lycoto, oz.	3.75	Aniline, oz.	.20	Biniodide, lb.	1.75	Red Pulv., lb.	.60
Magnesium, Ammonia Phos.	.20	Anise, oz.	.70	Compd., lb.	1.75	Salicylate, oz.	.80
phate, oz.	.25	Banana, lb.	.70	Nitrat, lb.	1.00	Silicofluoride, oz.	.15
Borocitrate, oz.	.25	Bays Green, oz.	.10	Oxide, Flav., lb.	.90	And Soda Tart., C.P.	
Bromide, oz.	.40	Bay Rum, oz.	.55	Iodine, lb.	1.50	Cryst., lb.	1.40
Carb. (conces), lb.	.45	Bergamot, oz.	.50	Compd., lb.	1.95	Sulphate, Cryst., lb.	1.00
" (powdered), lb.	.25	Cade, oz.	.20	Iodoform, lb.	2.00	Pulv., lb.	1.00
" (Powdered), lb.	.25	Cajuput, oz.	.15	Picis, lb.	.50	C.P. Cryst., oz.	.20
Chloride, oz.	.20	Cumpher, lb.	.60	Plumbi, Acetate, lb.	.65	C.P. powd., oz.	.20
Citrate, soluble, lb.	1.25	Capsicum, oz.	1.15	Plumbi, Iodi, lb.	1.75	Sulphate, oz.	.25
Glycerophosphate, oz.	.30	Caraway, oz.	.35	Resin, lb.	.75	Sulphate, lb.	.30
Hypophosphite, oz.	.30	Cassa, oz.	.25	Sinapi, lb.	.65	Sulphocyanate, oz.	.85
Magnesium Nitro, powd., oz.	.40	Cedar, English, 1st, lb.	.40	Sulphur, lb.	.60	Sulphuret, lb.	.90
Nitrate, oz.	.15	Cuds, lb.	.43	Sulphur compound, lb.	.80	Tartrate, lb.	2.15
Phosphate, oz.	.15	Pharmaceutical, lb.	.45	Zinc, Oxide, lb.	.60	Propylamine, oz.	1.00
Ribbon, oz.	1.00	Cedar, pure, lb.	2.75	Oleo-Resin, Capsicum, oz.	.60	Chlor., oz.	3.80
Sulphate, oz.	.45	Cedar, Com'l, lb.	1.90	Opium, pulv., oz.	.65	Proton, powd., oz.	.75
Sulphate, C.P. dried, lb.	.45	Wood, lb. cedar	1.25	Orange Peel, oz.	.25	Pulvis, Aloes Co., lb.	.80
" Commercial, lb.	.47	Cedrat, oz.	.50	Ground, oz.	.30	Antimon Co., lb.	1.00
Sulphite, oz.	.15	Chamamile, oz.	4.00	Pancratine, Pure, Active,	.35	Aromatic or Cinnamon Co.,	1.00
Wire, oz.	1.00	Citronella Com'l, lb.	1.55	Papain, oz.	1.00	Pulvis, Creta, Aromat, lb.	.90
Maleic (5 gramme tabs),		Opt. lb.	.75	Mercer's, oz.	.20	For Mistura Creta, lb.	.45
each	1.00	Cinnamon, True, oz.	2.50	Paraformaldehyde, oz.	.20	Ipecac Co., lb.	2.75
Maltose, oz.	1.05	Cloves, oz.	.25	Pelletierine, Sulphate, 15 gr.	2.00	Jalap Co., lb.	1.50
Manganese, Borate, oz.	.85	Coconut, lb.	.35	Tannate, 15 gr. bot., ea.	1.50	Kino Co., lb.	2.40
Carbonate, oz.	.20	Cod Liver, Norway, gal.	2.00	Pepsine, Boudaults, oz.	2.85	Lavon Co., lb.	.30
Chloride, oz.	.45	" Mace, Essential, oz.	.40	Scale, Pure Soluble, lb.	6.00	Opil Co., lb.	2.75
Glycerophos, oz.	.45	Cognac, green, oz.	1.75	Pure, Soluble, oz.	.30	Rhei Co., lb.	.75
Hypophos, oz.	.35	White, oz.	1.10	Peptide, meat, dr.	.30	Scammony Co., oz.	.80
Iodide, oz.	.60	Copaiba, oz.	.20	Perhydrol, 50 gramme bot.,	.75	Seidlitz, lb.	1.25
Metal, oz.	.15	Coriander, oz.	5.75	each	.22	Thompson's Composition,	.65
Oxide, commercial, lb.	.45	Cotton Seed, gal.	1.90	Petrolatum, Yellow, lb.	.50	lb.	.90
Black, pure, lb.	1.95	Croton, oz.	1.00	" White, lb.	.30	Putty Powder, lb.	.90
Peptonized, oz.	.50	Cube's, oz.	1.00	Phenocetone, oz.	1.85	Pyoktanin, blue, oz.	3.25
Phosphate, oz.	.20	Cumin, oz.	1.25	Powd., oz. Phenalgine.	1.85	Pyramidon, Swiss, oz.	1.50
Sulphate, oz.	.15	Dill, oz.	.75	Tablets, oz. Phenalgine.	.85	Salicylate, oz.	.25
Manna, oz.	.15	Erigeron, oz.	.90	Phenol, Bismuth, oz.	.45	Pyridin, C.P. oz.	1.00
Menthol, lb.	7.00	Eucalyptus, oz.	.15	Phenolphthalein, oz.	.25	Pyrogallol, Bismuth, oz.	1.25
Mercury, lb.	1.15	Fennel, oz.	.45	Phloroglucin, 1/2 oz. each	.80	Pyroguinine, oz.	1.30
Acetate, oz.	.30	Fusel, lb.	.65	Vanillin, 1/2 oz. each	.50	Quassia chips, lb.	.15
Bichlor. (Corros. Sub-		Hemlock pure, lb.	1.65	Phosphorus, lb.	1.10	Quassin, 15 gr. bot., each	1.85
imate), lb.	1.30	No. 2, lb.	1.25	Pentoxide, oz.	.36	Quinine, Alkaloid, oz.	2.05
Pulv., lb.	1.85	Goose, lb.	.75	Pilocarpine, Alkaloid, 5 gr.	.75	Arsenate, oz.	1.60
Biniodide, oz.	.45	Jasmine, oz.	4.40	bot. each	.90	Cacodylate, oz.	4.20
Bromide, oz.	.10	Juniper, Berries, oz.	1.00	Hydrobromate, 5 gr. bot.,	.55	Citrate, oz.	2.25
Chloride (Calomel), lb.	1.65	Wood, lb.	3.80	each	.90	Dihydrochlorate, oz.	2.05
Chl. Am. (White Precip.),		Lavender, Eng. oz.	5.50	Muriate, 5 gr. bot. each	.55	Ipecac Co., lb.	2.75
oz.	.20	Exotic, oz.	.25	Nitrate, 5 gr. bot. each	.55	Hydrobromate, oz.	2.05
Cyanide, oz.	.45	Lavender, French, oz.	.60	Salicylate, 5 gr. bot. each	.60	Hypochloride, oz.	1.80
" Iridide, oz.	.55	Garden, oz.	.15	Sulphate, 5 gr. bot. each	.60	Hypophosphite, oz.	2.25
Nitrate Cryst., oz.	.80	Lemon, opt. lb.	1.50	Pipe Clay, in squares, lb.	1.16	Phosphate, oz.	2.25
Nitric Oxide (Red		Grass, oz.	.45	Piperine, 1 oz. each	1.80	Sulphate, oz.	1.25
Precip. lb.	1.85	Lipped, boiled, gal.	1.23	Pitch, black, lb.	.07	Salicylate, oz.	1.70
Oleate, 10 p.c. oz.	.28	Raw, gal.	1.20	Bismuth, lb.	.45	Tannate, oz.	1.20
Oleate, 20 p.c. oz.	.30	Mace, Essential, oz.	.40	Platin Chloride, 5 p.c.	3.80	Valerinite, oz.	3.50
Oxide Flav. oz.	.60	Mace, Expressed, oz.	.30	sol. oz. bot. each	8.00	Rescorin, oz.	.35
Oxychloride, oz.	.65	Male's, oz.	.45	Potassium Bichloride, 1/2	.50	Resublimed, oz.	.15
Oxybenzide, oz.	.65	Mustard, artificial, oz.	.45	oz. bot. each	.50	Rice Flour, lb.	.90
Salicylate, oz.	.45	Essential, oz.	2.35	Wire, per gr.	.19	Rodinal, 3 oz. bottle for	.75
Sulph. Flav. (Torpest		Myrrane, lb.	.45	Pimbago, lb.	1.45	Pulv., lb.	.90
Min'l), oz.	.40	Nastfoot, gal.	2.25	Podophyllin, lb.	.70	Alkali, lb.	2.00
with Sulph. (Ethiops		Neroli, oz.	2.00	Popp heads, per doz.	.15	Angelica, lb.	.90
Min'l), lb.	.25	Nutmeg, oz.	.25	Potassium, pure, 1/2 oz. ea.	1.15	Arnica, lb.	2.00
Sulphate, lb. oz.	.35	Olive, pure, gal.	5.50	Acetate, lb.	2.20	Belladonna, oz.	.15
Sulphocyanate, oz.	.35	Orange, oz.	.35	Arsenate, oz.	.70	" powd., oz.	.15
Tannate, oz.	.25	Bitter, oz.	.20	Bicarb. lb.	.50	Blood, lb.	.40
Macaron, 10 gramme		Red, lb.	3.00	" C.P. Cryst., lb.	1.25	Purp., lb.	.45
Methylene Iodide, oz.	1.25	No. 2 lb.	.60	Bichromate, lb.	.65	Burdock, lb.	.45
Microcosmic Salts, oz.	.20	Palm, lb.	.25	" C.P. lb. Cryst.	1.40	Elecampane, lb.	.32
Milk Sugar, lb.	.50	Patchouli, lb.	1.00	Potassium Bisulphate, lb.	1.60	Galangal, lb.	.35
Mistura Ferri Co. lb.	.60	Pennyroyal, oz.	.25	Bisulphite, lb.	1.45	Curcuma, pulv., lb.	.50
Glycerhiza Co. (U.S.P.),		Pepper, black, oz.	1.20	Bromide, lb.	.40	Dandelion, lb.	.30
lb.	.60	Oleo Resin, oz.	2.50	Carbanate, lb.	.30	Dark, yellow, lb.	.30
Morphia, Alkaloid, oz.	10.50	Peppermint American, oz.	4.75	Caustic, Purif. by alcohol,	2.00	" cut, lb.	.47
Acetate, oz.	6.25	English, oz.	2.00	sticks, lb.	.80	Calamus, lb.	.75
Bromide, oz.	20.00	" Iodide, oz.	1.50	Chlorate, lb.	.25	Colchici, lb.	2.10
Muriate, oz.	6.25	Petrolatum, Amer. gal.	3.50	Potassium Chlor., Pulv., lb.	.30	Columbo, lb.	.20
Sulphate, oz.	6.00	" " " " " "	.45	Pulv., C.P. lb.	.25	Rest Goutian, lb.	.30
Tartrate, oz.	10.00	Rangoon, pure, lb.	.60	" " " " " "	.25	" pulv., lb.	.35
Valerianate, oz.	20.00	Rhodii, oz.	.35	Potassium Chlor., Pulv., lb.	.30	Ginseng, oz.	.60
Monocephal., oz.	.60	Rose, N. lb. each	3.55	Pulv., C.P. lb.	.25	Golden Seal, whole, lb.	10.00
Iron, lb.	.60	Rose, Virgin 1/4, each.	4.00	" " " " " "	.25	Powd., lb.	10.50
Bleached, lb.	.60	Rosemary, Oat, oz.	.25	Chloroplatinat, 15 gr.	2.60	Heliochore, White, Pulv.	.40
Musk, Canton, lb.	2.00	Santal, opt. oz.	1.10	bots. each	.75	Isoeae, oz.	.35
Musk, pure grain, grain		Santal, W.I. oz.	.70	Chromate, Yellow, C.P.	1.50	Jalap, lb.	.85
Myrral, oz.	1.25	Sassafras, lb.	2.75	Citrate, lb.	.50	Jalap, pulv., lb.	.90
Naphthalen, E.P. Cryst., oz.	.15	Sassafras, lb.	.75	Cyanide, mistur., lb.	.50	Leptandrin, lb.	.30
" P pulv., oz.	.15	Oil, Sassafras, lb.	.50	Hypophosphite, oz.	.15		
" " " " " "	.15	Sneermint, oz.	1.25				
Medic'l. oz.	.33	Sneerm. gal.	4.75				
Beta, Reconst. Medicinal.		St. Johnswort, lb.	.75				
" " " " " "	.20	Strychn. lb.	.00				
" " " " " "	.20	Tanac. lb.	.85				
" " " " " "	.30	Tan. lb.	.85				
" " " " " "	.15	Wine, oz.	.25				
Chloride, oz.	.20	Wintergreen, oz.	.45				

THE FAMILY PURCHASING AGENT.

In these days nearly every big firm has its purchasing agent. The federal and provincial governments will probably soon have purchasing departments in full operation, so that an end will come to all that rival and random buying done by different branches of the public service, each acting for itself—and, as a rule, placing its orders in friendly hands.

The man who serves as purchasing agent for a large industry is usually quite a young fellow. In its origin, the job of purchasing agent was a good deal of a bluff. What "the old man," the head of the firm, needed was a bluffer between himself and the constant stream of salesmen who beset him. So he selected a young man who could look important without being so; one who could talk like a million dollars without spending a cent; one who could listen to salesmen all day and buy nothing, reporting at night to his chief and receiving instructions.

It was found, however, that a young fellow so employed gained a lot of experience, found out much from the salesmen who courted him, and from the heads of departments who needed supplies. As purchasing agent he began to have theories of buying, ideas of his own, until one day the fact was recognized that he was of high value to the business.

The purchasing agent does not give orders to favorites. He knows every art of salesmanship. He turns down the good promisers in favor of the good performers. He wants everything of specified quality and delivered on the minute. He has by his methods placed purchasing on a sound basis, to the advantage of business in general.

In those business regions where transactions are small, much buying and selling is done on old and unsound methods—the good fellow gets the order whether he ought to have it or not.

The other day a man complained to a number of others that in too many of the small retail shops in his part of the city it was almost impossible to send a boy to do anything. In too many of these shops a child-buyer is always imposed upon—is given a box of berries no adult would accept, is given only two bunches of asparagus for the price of three, is handed something inferior at the drug store, a stale loaf at the baker's, or milk that is slightly turned.

Those who are in the retail trade on the edge of a residential district and who do not know that the small boy is the purchasing agent of the family are blind to one of the essential facts of the business in which they are engaged. Unless a child customer gets a square deal in the corner store the trade of the family he belongs to is soon lost. If he is gouged in one place he is sent elsewhere next time. If he is despised as a customer at Smith's shop, made to stand aside and wait until one new-comer after another is served, and until all sorts of gossip has been talked, he will hate to go to Smith's to buy anything, and will always shop at Jones's when he can, because there he is treated as a customer, which he is. He is the purchasing agent of a family, and just as important at the counter as any man or woman who comes there.

More than one local retail shop is flourishing to-day and more than one is languishing from no other cause than this—that the successful ones know what the others do not, that child customers are the purchasing agents of families and the cash trade of the family goes where the chooses to take it. Nor do the child customers want to be coddled and jollied. They hate that sort of thing. All they want is a square deal, fair play, the same prompt service given an adult.—Toronto Star.

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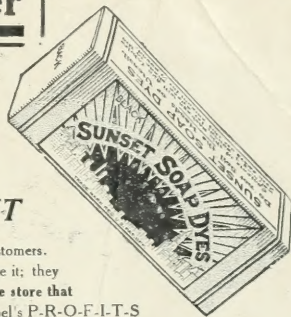
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